



Government
Publication



Digitized by the Internet Archive
in 2024 with funding from
University of Toronto

<https://archive.org/details/31761119731271>



Canada
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

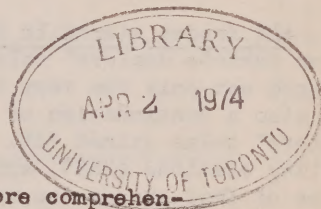
MERCHANDISING FILE 11 R
Government Publications
UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY
(7)

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIII
No. 1

16-4020
14

RETAIL TRADE
JANUARY, 1951

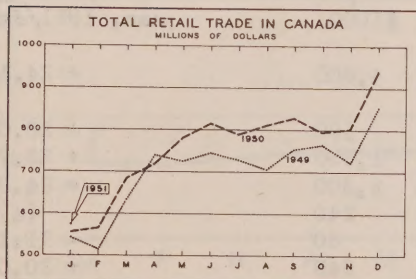


"Retail Trade" has now become a much more comprehensive review of consumer purchasing than formerly. During the past year, while retail trade estimates were undergoing an intensive process of revision, only condensed summaries were published monthly. In this issue, the presentation of estimated dollar sales for each province and for each trade is resumed.

A summary report, giving comparable details for 1941, 1947, 1948 and 1949, was issued a few weeks ago. This January issue contains complete preliminary estimates for 1950.

Additional features of the monthly series beginning with this issue are:

- (1) Chain-independent store breakdown of sales
- (2) Enlarged analysis of department store sales and stocks, 31 departments replacing the 19 for which results were previously published
- (3) Special tabulation of chain office and store appliance dealers' sales.



Review of January 1951 Trends

Canada's retail trade in January 1951 was estimated at \$675 millions, a marked gain of 20% over the January 1950 total of \$555 millions. This sales increase was by far the largest recorded in many months and its full significance becomes apparent when compared with the quarterly changes in

1950 over 1949 which were as follows: first quarter, +5.9%; second quarter, +3.4%; third quarter, +9.3%; fourth quarter, +7.2%.

Preliminary dollar figures on retail trade for 1950 show an estimate of \$9.1 billions, a 7% increase over the 1949 total of \$8.4 billions.

1950 estimates in detail are presented on Pages 11 to 21. All dollar estimates have been adjusted for the effect of changes in the number of stores. Further explanation of these adjustments is contained in Appendix 1 of "Retail Trade 1949".

Increases quoted are based on dollar estimates of sales. Price increases at the retail level have been of increasing dimensions in recent months, and some part of the gain in dollar volume of sales must be attributed to the price rise. It is difficult to make direct comparisons between price and sales statistics, but some indication of the effect of price changes is given by the following price increases for selected commodity groups during the interval between January 1950 and January 1951: food (+10.4%); clothing (+2.1%); home furnishings (+6.6%).

All trades shared in the sharp upswing in January 1951. The 53% increase in motor vehicle dealers' sales was the largest monthly gain since February 1950. It reflected not only the very high sales which accompanied the introduction of 1951 models, but also a continuation of active consumer demand. Lumber and building materials dealers' sales gained 42%. Increases in excess of 20% were reported by garages and filling stations (23%), appliance and radio dealers (22%) and hardware store (21%). Sales of food stores increased 14%, largely on the strength of a 28% gain in chain food stores. All apparel trades recorded large gains ranging from 13% to 15%.

All provinces showed increased sales in January. A 27% increase in Alberta was the largest recorded. Sales were up 25% in Manitoba. Increases elsewhere did not vary appreciably from the 20% increase for Canada as a whole.

Department store sales for January 1950 and 1951 are compared on Page 6. Eleven departments showed increases of 20% or more, a 47% gain in major household appliance sales being the largest.

The tables on Pages 7 and 8 give a breakdown of retail trade estimates for January 1951 by province, kind of business and, as far as possible without disclosing individual firms' figures, separate results for chain and independent stores. Similar results for the year 1950 are given on Pages 9 and 10.

The following table gives estimates of chain office and store appliance dealers' sales by provinces for January, 1950 and 1951.

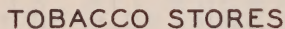
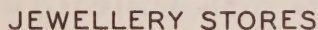
Chain Office and Store Appliance Dealers' Sales

Province	January 1950 \$'000	January 1950 \$'000	% Change Jan. 1951/Jan. 1950
CANADA	3,700	4,600	+ 24.3
Maritime Provinces	150	180	+ 20.0
Quebec	860	1,150	+ 33.7
Ontario	1,850	2,300	+ 24.3
Manitoba	240	240	(a)
Saskatchewan	90	80	- 11.1
Alberta	200	240	+ 20.0
British Columbia	310	410	+ 32.3

(a) unchanged

Year's subscription \$2.00

MILLION
DOLLARS
30



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business
(Without Adjustment for Price Changes)
January, 1951 Over January, 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 20.2	+ 16.9	+ 17.2	+ 20.5	+ 25.2	+ 15.2	+ 27.3	+ 23.1
Grocery & Combination	+ 14.4	+ 9.4	+ 12.6	+ 18.8	+ 17.3	+ 2.3	+ 13.9	+ 7.8
Meat	+ 12.3	(a)	+ 20.1	+ 10.8	+ 23.7	+ 8.2	+ 12.6	+ 1.6
Country General	+ 10.1	+ 10.9	+ 12.5	+ 12.1	+ 13.4	+ 5.4	+ 6.0	+ 10.4
Department	+ 17.2	+ 12.3	+ 16.2	+ 18.6	+ 14.9	+ 5.8	+ 18.8	+ 22.4
Variety	+ 13.7	+ 9.0	+ 12.3	+ 14.3	+ 15.0	+ 14.3	+ 17.1	+ 22.9
Motor Vehicle	+ 53.2	+ 46.1	+ 28.5	+ 49.4	+ 116.6	+ 44.9	+ 77.6	+ 87.9
Garage & Filling Station	+ 23.2	+ 20.2	+ 31.9	+ 17.8	+ 6.2	+ 46.5	+ 14.9	+ 32.9
Men's Clothing	+ 15.2	+ 18.2	+ 22.1	+ 11.5	+ 10.6	+ 16.1	+ 5.4	+ 25.8
Family Clothing	+ 14.9	+ 4.7	+ 10.3	+ 18.2	+ 35.5	- 2.0	+ 29.4	+ 23.1
Women's Clothing	+ 13.1	+ 4.5	+ 2.3	+ 19.4	+ 2.3	+ 22.0	+ 7.8	+ 13.1
Shoe	+ 14.2	+ 18.2	+ 13.5	+ 12.2	(b)	(a)	+ 13.0	+ 23.3
Hardware	+ 20.9	+ 17.2	+ 22.7	+ 18.5	+ 21.4	- 1.8	+ 27.8	+ 37.7
Lumber & Building Material ..	+ 31.8	+ 26.2	+ 40.7	+ 28.8	+ 41.0	+ 1.5	+ 38.3	+ 68.0
Furniture	+ 19.3	+ 12.8	+ 26.3	+ 12.6	+ 33.3	+ 33.3	+ 29.4	+ 35.2
Appliance & Radio	+ 22.1	+ 17.2	+ 35.1	+ 17.7	+ 28.1	+ 22.2	+ 15.2	+ 28.6
Restaurant	+ 5.6	+ 1.3	+ 4.7	+ 5.8	+ 2.1	+ 8.7	+ 14.5	+ 2.1
Coal & Wood	+ 8.8	+ 6.5	+ 14.6	+ 18.7	- 7.0	- 6.0	- 40.0	- 22.6
Drug	+ 10.0	+ 8.4	+ 14.2	+ 6.7	+ 10.6	+ 20.0	+ 12.8	+ 10.8
Jewellery	+ 10.9	+ 5.0	(a)	+ 16.8	+ 16.7	- 4.8	+ 16.7	+ 15.8
Tobacco	+ 1.1	- 3.8	- 1.8	+ 2.2	+ 7.1	+ 12.5	+ 7.7	+ 3.0
All Others	+ 20.1	+ 22.7	+ 17.5	+ 19.5	+ 14.9	+ 17.4	+ 28.4	+ 23.5

(a) Unchanged. (b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY, 1951

(In thousands of dollars)

Kind of Business or Store	CANADA ^a	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	674,920	47,990	147,690	273,400	42,340	31,450	52,500	79,530
Grocery & Combination	116,170	9,520	33,570	49,010	4,920	3,360	5,650	10,130
Meat	14,900	440	4,590	5,190	510	490	1,120	2,560
Country General	32,000	4,750	6,510	6,630	2,420	4,960	4,280	2,460
Department	58,250	3,370	9,090	22,330	8,880	2,540	4,050	7,990
Variety	9,620	850	2,830	4,430	230	240	410	430
Motor Vehicle	117,660	6,990	17,190	50,430	8,830	5,570	9,050	19,600
Garage & Filling Station ..	38,650	2,450	9,750	15,840	1,450	2,170	2,330	4,660
Men's Clothing	11,110	930	2,710	4,550	490	330	820	1,270
Family Clothing	9,700	1,040	2,320	3,570	480	560	470	1,260
Women's Clothing	11,260	590	2,330	4,980	390	560	930	1,490
Shoe	5,630	380	1,460	2,690	(b)	80	240	600
Hardware	11,850	640	3,020	4,130	550	580	1,670	1,280
Lumber & Building Material.	19,430	460	2,280	8,360	2,320	1,470	2,350	2,200
Furniture	10,730	490	2,630	5,420	230	190	650	1,120
Appliance & Radio	10,950	850	2,600	5,380	360	130	950	670
Restaurant	23,750	840	5,150	9,700	1,590	1,130	2,120	3,230
Coal & Wood	22,160	1,550	5,540	11,230	1,660	1,070	210	890
Drug	17,200	1,320	3,890	7,340	1,060	820	1,040	1,730
Jewellery	4,110	300	960	1,650	280	150	300	480
Tobacco	6,660	270	1,760	3,500	100	180	250	600
All Others	123,130	9,960	27,510	46,840	5,420	4,870	13,620	14,900

^a Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

January 1950 and January 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

DEPARTMENT	SALES			STOCKS		
	Jan. 1950	Jan. 1951	Change 1951/50	Dec.31 1949	Dec.31 1950	Change 1950/49
	(\$'000)	(\$'000)	%	(\$'000)	(\$'000)	%
TOTAL, All Departments.....	49,719	58,250	+ 17			
1. Women's and misses' dresses.....	1,642	1,736	+ 6			
2. Women's and misses' coats and suits.....	1,153	1,287	+ 16			
3. Women's and misses' sportswear....	1,176	1,285	+ 9			
4. Furs.....	1,429	1,608	+ 13			
5. Girls' and infants' wear.....	1,261	1,470	+ 17			
6. Lingerie and corsets.....	1,926	2,185	+ 13			
7. Aprons, housedresses and uniforms..	422	450	+ 7			
8. Millinery.....	305	375	+ 23			
9. Hosiery and apparel accessories...	1,533	1,847	+ 20			
10. Women's, misses' and children's shoes.....	1,545	1,750	+ 13			
11. Ladies' apparel and accessories, total 1 to 10.....	12,392	13,993	+ 13			
12. Men's clothing.....	1,744	2,074	+ 19			
13. Men's furnishings.....	1,889	2,052	+ 9			
14. Boys' clothing and furnishings....	963	1,108	+ 15			
15. Men's and boys' shoes.....	675	780	+ 16			
16. Food and kindred products.....	4,326	4,672	+ 8			
17. Toiletries, cosmetics and drugs...	1,356	1,588	+ 17			
18. Photographic equipment and supplies.....	133	160	+ 20			
19. Piece goods.....	2,125	2,265	+ 7			
20. Linens and domestics.....	2,894	3,641	+ 26			
21. Smallwares.....	1,522	1,729	+ 14			
22. China and glassware.....	587	710	+ 21			
23. Home furnishings.....	3,066	3,924	+ 28			
24. Furniture.....	3,939	4,384	+ 11			
25. Major appliances.....	2,092	3,083	+ 47			
26. Radio and music.....	913	1,100	+ 20			
27. Hardware and housewares.....	2,648	3,485	+ 32			
28. Jewellery.....	806	1,014	+ 26			
29. Sporting goods and luggage.....	807	1,106	+ 37			
30. Stationery, books and magazines...	873	944	+ 8			
31. All other departments.....	3,969	4,438	+ 12			

NOT AVAILABLE

Canada totals do not include Newfoundland figures.

TABLE 4 - ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, JANUARY 1951
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain Stores	Independent Stores	All Stores
	CANADA			MARITIMES
Total, All Trades	674,920	114,570	560,350	47,990
Grocery & Combination	116,170	43,940	72,230	9,520
Meat	14,900	490	14,410	440
Country General	32,000	860	31,140	4,750
Department	58,250	-	58,250	3,370
Variety	9,620	8,340	1,280	850
Motor Vehicle	117,660	2,160	115,500	6,990
Garage & Filling Station .	38,650	280	38,370	2,450
Men's Clothing	11,110	1,220	9,880	930
Family Clothing	9,700	1,990	7,710	1,040
Women's Clothing	11,260	2,370	8,890	590
Shoe	5,630	1,760	3,870	380
Hardware	11,850	(1)	(1)	640
Lumber & Building Material	19,430	3,150	16,290	460
Furniture	10,730	2,680	8,040	490
Appliance & Radio	10,950	2,090	8,860	850
Restaurant	23,750	1,690	22,060	840
Coal & Wood	22,160	(1)	(1)	1,550
Drug	17,200	2,330	14,870	1,320
Jewellery	4,110	1,680	2,430	300
Tobacco	6,660	1,230	5,430	270
All Others	123,130	34,950	8,190	9,960
	MANITOBA			SASKAT- CHEWAN
Total, All Trades	42,340	5,170	37,170	31,450
Grocery & Combination	4,920	1,780	3,140	3,360
Meat	510	-	510	490
Country General	2,420	-	2,420	4,960
Department	8,880	-	8,880	2,540
Variety	230	230	-	240
Motor Vehicle	8,830	(1)	(1)	5,570
Garage & Filling Station .	1,450	(1)	(1)	2,170
Men's Clothing	490	(1)	(1)	330
Family Clothing	480	90	390	560
Women's Clothing	390	120	270	560
Shoe	170	40	130	80
Hardware	550	(1)	(1)	580
Lumber & Building Material	2,320	440	1,880	1,470
Furniture	230	-	230	190
Appliance & Radio	360	(1)	(1)	130
Restaurant	1,590	110	1,490	1,130
Coal & Wood	1,660	-	1,660	1,070
Drug	1,060	(1)	(1)	820
Jewellery	280	(1)	(1)	150
Tobacco	100	(1)	(1)	180
All Others	5,420	1,610	3,820	4,870

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in totals.

Any slight differences between the totals and their components are due to the

**TABLE 4 - ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCE AND KINDS OF BUSINESS, JANUARY 1951
(in thousands of dollars)**

Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All stores	Chain Stores	Independent Stores
MARITIMES			QUEBEC			ONTARIO	
7,810	40,180	147,690	23,420	134,270	273,400	55,590	217,810
1,570	7,950	33,570	8,360	25,220	49,010	25,510	23,500
-	440	4,590	-	4,590	5,190	420	4,770
170	4,580	6,510	260	6,250	6,630	240	6,390
-	3,370	9,090	-	9,090	22,330	-	22,330
750	100	2,830	2,210	620	4,630	4,160	470
(1)	(1)	17,190	(1)	(1)	50,430	(1)	(1)
(1)	(1)	9,750	(1)	(1)	15,840	(1)	(1)
(1)	(1)	2,710	160	2,550	4,550	890	3,660
(1)	(1)	2,320	710	1,610	3,570	580	2,990
50	540	2,330	550	1,790	4,980	1,070	3,910
(1)	(1)	1,460	390	1,070	2,690	1,030	1,660
(1)	(1)	3,020	(1)	(1)	4,130	(1)	(1)
-	460	2,280	-	2,280	8,360	(1)	(1)
(1)	(1)	2,630	1,110	1,520	5,420	1,070	4,350
(1)	(1)	2,600	900	1,700	5,380	830	4,550
(1)	(1)	5,150	510	4,630	9,700	770	8,930
-	1,550	5,540	-	5,540	11,230	(1)	(1)
120	1,200	3,890	320	3,570	7,340	1,180	6,160
(1)	(1)	960	(1)	(1)	1,650	700	960
(1)	(1)	1,760	380	1,380	3,500	(1)	(1)
3,480	6,480	27,510	6,440	21,070	46,840	15,040	31,810
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
4,130	27,320	52,500	6,750	45,750	79,530	11,690	67,840
(1)	(1)	5,650	(1)	(1)	10,130	3,770	6,360
(1)	(1)	1,120	-	1,120	2,560	(1)	(1)
(1)	(1)	4,280	(1)	(1)	2,460	(1)	(1)
-	2,540	4,050	-	4,050	7,990	-	7,990
230	10	410	370	50	430	390	40
(1)	(1)	9,050	(1)	(1)	19,600	(1)	(1)
-	2,170	2,330	-	2,330	4,660	(1)	(1)
(1)	(1)	820	(1)	(1)	1,270	(1)	(1)
220	340	470	(1)	(1)	1,260	(1)	(1)
90	470	920	150	770	1,490	340	1,150
(1)	(1)	240	70	180	600	120	470
-	580	1,670	(1)	(1)	1,260	(1)	(1)
800	660	2,350	1,130	1,230	2,200	(1)	(1)
(1)	(1)	650	-	650	1,120	350	760
40	90	950	110	840	670	80	590
(1)	(1)	2,120	30	2,090	3,230	230	2,990
-	1,070	210	-	210	890	-	890
(1)	(1)	1,040	130	900	1,730	470	1,260
(1)	(1)	300	(1)	(1)	480	(1)	(1)
(1)	(1)	250	(1)	(1)	600	(1)	(1)
1,390	3,480	13,620	2,180	11,440	14,900	4,810	10,100

**TABLE 5 - ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND TYPES OF BUSINESS, 1950
(in thousands of dollars)**

Kind of Business or Store	All Stores	Chain Stores	Independent Stores	All Stores
CANADA				MARITIMES
Total, All Trades	9,087,713.5	1,595,779.6	7,491,933.9	€49,449.5
Grocery & Combination	1,415,380.2	506,733.9	908,646.3	116,471.9
Meat	178,301.6	6,424.2	171,877.4	4,764.7
Country General	477,036.7	12,991.2	464,045.5	64,038.7
Department	873,099.0	-	873,099.0	62,702.0
Variety	171,027.0	148,365.2	22,661.8	17,382.0
Motor Vehicle	1,392,347.3	26,432.2	1,365,915.1	83,971.0
Garage & Filling Station .	547,419.6	3,614.6	543,805.0	35,427.2
Men's Clothing	165,330.7	17,887.8	147,442.9	12,226.0
Family Clothing	152,054.3	28,643.6	123,410.7	16,469.3
Women's Clothing	169,335.1	36,044.8	133,290.3	9,306.2
Shoe	96,035.7	32,448.3	63,587.4	6,712.6
Hardware	192,006.8	(1)	(1)	10,654.8
Lumber & Building Material	293,514.3	59,435.7	234,078.6	6,732.0
Furniture	153,444.7	36,494.7	116,950.0	8,132.9
Appliance & Radio	142,042.8	28,491.0	113,551.8	12,419.7
Restaurant	321,805.7	20,935.2	300,870.5	13,436.4
Coal & Wood	202,851.9	(1)	(1)	13,100.5
Drug	201,237.7	27,812.8	173,424.9	15,774.1
Jewellery	71,774.9	27,880.1	43,894.8	6,117.0
Tobacco	86,366.4	16,261.3	70,105.1	3,425.1
All Others	1,785,301.1	543,029.5	1,242,271.6	130,185.4
MANITOBA				SASKAT- CHEWAN
Total, All Trades	596,570.6	73,172.7	523,397.9	521,956.1
Grocery & Combination	59,792.7	22,744.5	37,048.2	49,257.6
Meat	7,484.7	-	-	7,492.0
Country General	34,145.2	-	-	84,938.5
Department	130,408.0	-	130,408.0	42,516.0
Variety	4,200.0	4,200.0	-	4,618.0
Motor Vehicle	112,132.0	(1)	(1)	79,828.2
Garage & Filling Station .	29,660.6	(1)	(1)	45,244.8
Men's Clothing	7,746.5	(1)	(1)	4,722.6
Family Clothing	5,811.9	862.1	4,949.8	10,641.0
Women's Clothing	5,690.4	1,664.5	4,025.9	7,293.9
Shoe	2,733.9	551.5	2,182.4	1,725.7
Hardware	10,883.7	(1)	(1)	13,601.3
Lumber & Building Material	34,035.7	7,435.4	26,600.3	30,178.4
Furniture	4,000.8	-	-	2,935.1
Appliance & Radio	4,653.9	(1)	(1)	2,765.5
Restaurant	24,106.1	1,132.7	22,973.4	16,781.2
Coal & Wood	14,207.6	-	-	8,759.1
Drug	13,603.8	(1)	(1)	9,815.0
Jewellery	4,594.5	(1)	(1)	1,959.5
Tobacco	1,226.3	(1)	(1)	2,322.1
All Others	85,450.3	24,146.4	61,303.9	94,560.6

(1) Indicates figures withheld to avoid disclosing individual operations, but are

TABLE 5 - ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, 1950
(in thousands of dollars)

Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores	All Stores	Chain Stores	Independent Stores
MARITIMES		QUEBEC			ONTARIO		
117,784.3	531,665.2	2,044,423.1	323,114.0	1,721,309.1	3,513,653.3	737,450.9	2,776,202.4
17,832.2	98,639.7	413,626.4	96,993.6	316,632.8	576,920.2	282,769.0	294,151.2
-	-	53,024.6	-	-	61,001.6	4,870.3	56,131.3
2,744.0	61,294.7	102,276.0	3,951.5	98,324.5	93,913.0	3,454.9	90,458.1
-	62,702.0	139,630.0	-	139,630.0	325,388.0	-	325,388.0
15,424.7	1,957.3	49,883.0	38,901.5	10,981.5	79,812.0	71,759.5	8,052.5
(1)	(1)	251,939.5	(1)	(1)	531,609.9	(1)	(1)
(1)	(1)	118,733.5	(1)	(1)	219,091.6	(1)	(1)
(1)	(1)	39,985.5	2,263.5	37,722.0	74,094.2	12,529.0	61,565.2
(1)	(1)	45,693.4	10,435.5	35,257.9	49,618.6	8,119.6	41,499.0
836.7	8,469.5	45,530.8	7,741.8	37,789.0	67,732.0	16,459.7	51,272.3
(1)	(1)	29,437.8	8,549.5	20,888.3	43,616.3	18,587.3	25,029.0
(1)	(1)	45,390.9	(1)	(1)	66,096.5	(1)	(1)
-	-	37,880.6	-	37,880.6	114,347.3	(1)	(1)
(1)	(1)	41,857.0	14,972.8	26,884.2	71,704.0	13,928.8	57,775.2
(1)	(1)	36,972.2	10,730.8	26,241.4	64,143.7	11,665.4	52,478.3
(1)	(1)	62,359.7	6,173.4	56,186.3	132,974.6	9,532.5	123,436.1
-	-	48,186.5	-	-	106,825.6	(1)	(1)
1,502.9	14,271.2	40,787.6	3,105.9	37,681.7	88,685.3	14,307.5	74,377.8
(1)	(1)	17,786.0	(1)	(1)	27,194.3	11,415.3	15,779.0
(1)	(1)	23,123.6	4,941.7	18,181.9	45,539.8	(1)	(1)
56,981.0	73,204.4	400,318.5	99,142.9	301,175.6	675,344.8	230,634.4	444,710.4
SASKAT- CHEWAN		ALBERTA			BRITISH COLUMBIA		
72,196.8	449,759.2	711,607.2	101,337.9	610,269.3	1,050,053.7	170,723.0	879,330.7
(1)	(1)	70,578.4	(1)	(1)	128,735.0	47,882.5	80,850.5
(1)	(1)	14,058.9	-	-	30,475.1	(1)	(1)
(1)	(1)	62,544.2	(1)	(1)	35,181.1	-	-
-	42,516.0	59,182.0	-	59,182.0	113,273.0	-	113,273.0
4,505.7	112.3	7,745.0	6,887.3	857.7	7,387.0	6,686.5	700.5
(1)	(1)	102,894.1	(1)	(1)	229,972.6	(1)	(1)
-	-	35,242.0	-	-	64,019.9	(1)	(1)
(1)	(1)	11,093.1	(1)	(1)	15,462.8	(1)	(1)
4,117.4	6,523.6	7,533.6	(1)	(1)	16,286.5	(1)	(1)
1,195.4	6,096.5	12,556.7	2,239.0	10,317.7	23,225.1	5,907.7	17,317.4
(1)	(1)	3,737.9	935.7	2,802.2	8,071.5	1,817.1	6,254.4
-	-	25,763.6	(1)	(1)	19,614.0	(1)	(1)
18,806.1	11,370.2	39,865.8	21,017.0	18,848.8	30,474.5	(1)	(1)
(1)	(1)	8,701.8	-	-	16,113.1	5,650.2	10,462.9
745.5	2,020.0	10,728.8	1,759.2	8,969.6	10,359.0	1,632.3	8,726.7
(1)	(1)	29,045.6	419.0	28,626.6	43,102.1	3,234.7	39,867.4
-	-	2,033.0	-	-	9,739.6	-	-
(1)	(1)	12,755.8	1,760.4	10,995.4	19,816.1	5,642.7	14,173.4
(1)	(1)	4,612.7	(1)	(1)	9,510.9	(1)	(1)
(1)	(1)	2,977.6	(1)	(1)	7,751.9	(1)	(1)
23,124.2	71,436.1	187,956.6	33,595.5	154,361.1	211,484.9	75,405.1	136,079.8

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1950

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total - All Trades								
Annual Total	9,087,713.5	649,449.5	2,044,423.1	3,513,653.3	596,570.6	521,956.1	711,607.2	1,050,053.7
January	555,107.5	40,827.3	126,061.2	224,652.7	33,372.4	27,387.9	41,548.7	61,257.3
February	565,354.2	39,900.4	125,463.8	230,276.6	33,784.8	25,351.2	43,213.0	67,364.4
March	685,786.9	51,195.5	155,154.8	262,256.0	42,628.3	36,919.3	55,690.4	81,962.6
April	719,214.5	51,849.6	164,546.8	278,765.5	46,254.6	38,737.0	56,610.0	82,751.0
May	780,201.1	60,015.1	178,777.4	299,151.5	44,842.1	48,361.5	59,848.2	89,205.3
June	815,728.9	57,064.3	186,284.6	317,027.0	50,974.5	48,530.7	61,270.8	94,576.0
July	789,602.4	55,522.8	175,156.8	303,149.5	55,030.8	44,565.8	60,238.9	95,937.8
August	810,277.6	56,666.4	172,216.1	298,082.6	57,410.8	58,884.9	69,113.4	97,903.4
September	828,767.6	57,146.2	184,699.7	318,255.6	55,681.6	52,711.6	65,696.7	94,576.2
October	795,063.3	54,428.9	176,428.0	302,596.0	57,106.4	50,276.8	63,571.0	90,656.2
November	801,594.8	54,121.5	186,647.8	307,473.1	57,356.9	44,686.2	64,043.2	87,266.1
December	941,014.7	71,011.5	212,985.1	371,987.2	62,127.4	45,543.2	70,762.9	106,597.4
Grocery and Combination Stores								
Annual Total	1,415,380.2	116,471.9	413,626.4	576,920.2	59,792.7	49,257.6	70,578.4	128,733.0
January	101,919.8	8,721.3	29,890.6	41,412.1	4,198.0	3,273.8	4,360.7	9,463.3
February	102,492.6	8,750.7	29,858.1	41,752.5	4,176.2	3,319.6	4,902.7	9,732.8
March	114,243.4	9,502.9	33,243.9	46,849.4	4,707.9	3,754.4	5,552.3	10,632.6
April	115,086.6	9,757.1	33,672.8	46,906.1	4,832.6	3,778.9	5,659.3	10,479.8
May	115,763.9	9,662.5	34,068.6	46,535.3	4,879.1	4,009.1	5,993.4	10,615.9
June	127,478.1	10,188.1	37,584.1	52,015.2	5,310.7	4,541.6	6,396.1	11,442.3
July	121,079.0	10,069.9	36,138.8	48,386.8	5,205.7	4,329.3	5,973.7	10,974.8
August	119,693.2	9,619.7	34,239.3	48,860.1	5,062.6	4,575.3	6,103.6	11,232.6
September	124,541.5	10,246.1	36,910.2	50,962.8	5,214.4	4,651.2	6,080.0	10,476.8
October	116,848.8	9,403.2	33,960.3	47,415.1	5,201.2	4,276.7	6,002.3	10,590.0
November	118,791.4	9,138.7	34,640.8	48,997.9	5,220.4	4,143.4	6,066.2	10,584.0
December	137,441.9	11,411.7	39,418.9	56,826.9	5,783.9	4,604.3	6,888.1	12,508.1

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1950

N

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Meat Stores								
Annual Total	178,301.6	4,764.7	53,024.6	61,001.6	7,484.7	7,492.0	14,058.9	30,475.1
January	13,285.9	443.0	3,824.6	4,673.7	415.9	460.0	989.4	2,479.3
February	13,051.1	428.5	3,955.5	4,584.8	602.6	432.8	954.5	2,292.4
March	13,971.6	413.6	4,195.2	4,796.6	478.4	505.3	1,134.9	2,447.6
April	14,619.0	406.2	4,470.0	5,043.8	527.3	561.4	1,108.1	2,502.2
May	14,316.2	363.0	4,358.2	4,868.2	566.2	628.9	1,115.1	2,416.6
June	15,054.1	385.2	4,590.5	5,078.3	811.2	674.2	1,002.8	2,511.9
July	14,035.9	395.2	4,294.8	4,718.8	659.7	599.3	899.3	2,468.8
August	14,788.8	368.9	4,553.4	4,723.0	817.8	642.5	1,252.8	2,430.4
September	15,708.3	396.6	4,426.6	5,414.1	796.6	808.7	1,349.6	2,516.1
October	15,731.4	381.9	4,431.5	5,539.6	727.0	777.8	1,232.5	2,591.1
November	15,400.7	351.5	4,537.0	5,205.9	609.5	702.9	1,463.8	2,530.1
December	18,338.6	431.1	5,387.3	6,354.8	672.5	698.2	1,506.1	3,288.6
Country General Stores								
Annual Total	477,036.7	64,038.7	102,276.0	93,913.0	34,145.2	84,938.5	62,544.2	35,181.1
January	29,092.3	4,290.9	5,792.1	5,910.4	2,134.2	4,702.4	4,035.6	2,226.7
February	28,054.8	4,031.1	5,788.0	5,849.0	2,011.5	4,284.5	3,970.6	2,120.1
March	33,116.6	4,781.1	7,271.2	6,358.8	2,362.9	5,462.7	4,454.6	2,425.3
April	34,431.7	4,651.0	7,413.3	6,994.6	2,400.9	5,944.8	4,588.6	2,438.5
May	42,453.3	6,037.3	10,145.8	8,516.7	2,777.9	7,007.3	5,251.1	2,717.2
June	43,193.7	5,671.9	9,401.6	8,732.3	3,004.2	7,828.7	5,610.4	2,944.6
July	44,256.5	6,161.4	9,120.2	9,731.9	3,028.1	7,385.4	5,402.3	3,427.2
August	44,956.9	5,932.2	9,223.7	9,592.3	3,271.3	8,034.8	5,455.0	3,447.6
September	44,576.7	5,542.2	8,928.2	7,798.1	3,074.5	9,423.8	6,318.3	3,491.6
October	42,069.1	5,249.6	9,338.3	7,735.1	3,099.6	8,053.5	5,693.7	2,899.3
November	42,535.8	5,457.3	9,331.7	7,603.5	3,331.3	7,756.6	5,462.7	3,592.7
December	48,299.3	6,232.7	10,521.9	9,090.3	3,648.8	9,054.0	6,301.3	3,450.3

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1950

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Department Stores								
Annual Total	873,099.0	62,702.0	139,630.0	325,388.0	130,408.0	42,516.0	59,182.0	113,273.0
January	49,720.0	3,005.0	7,821.0	18,828.0	7,725.0	2,399.0	3,413.0	6,529.0
February	50,234.0	3,059.0	8,025.0	19,327.0	7,391.0	2,193.0	3,441.0	6,798.0
March	67,344.0	5,076.0	11,091.0	24,372.0	9,821.0	3,780.0	4,814.0	8,390.0
April	67,453.0	5,212.0	11,268.0	25,085.0	9,713.0	3,214.0	4,399.0	8,562.0
May	73,731.0	6,189.0	12,572.0	28,615.0	9,259.0	3,387.0	4,584.0	9,125.0
June	69,252.0	5,154.0	11,357.0	26,153.0	10,054.0	3,202.0	4,424.0	8,908.0
July	54,781.0	3,792.0	7,855.0	19,615.0	9,009.0	2,390.0	3,825.0	8,295.0
August	61,384.0	4,154.0	9,504.0	22,413.0	9,686.0	2,668.0	4,273.0	8,686.0
September	78,312.0	5,648.0	13,294.0	29,117.0	11,259.0	3,703.0	5,263.0	10,028.0
October	83,769.0	6,008.0	12,861.0	29,314.0	12,884.0	4,911.0	6,298.0	10,893.0
November	98,245.0	6,912.0	14,755.0	37,657.0	15,748.0	5,160.0	6,590.0	11,423.0
December	118,874.0	8,493.0	19,227.0	44,292.0	17,859.0	5,509.0	7,858.0	15,636.0
Variety Stores								
Annual Total	171,027.0	17,382.0	49,883.0	79,812.0	4,200.0	4,618.0	7,745.0	7,387.0
January	8,461.0	780.0	2,519.0	4,051.0	200.0	213.0	351.0	347.0
February	9,017.0	829.0	2,516.0	4,327.0	219.0	267.0	430.0	429.0
March	10,858.0	1,061.0	3,154.0	5,056.0	270.0	306.0	510.0	491.0
April	13,605.0	1,353.0	4,087.0	6,288.0	325.0	355.0	625.0	572.0
May	13,839.0	1,468.0	4,303.0	6,266.0	296.0	358.0	600.0	548.0
June	14,480.0	1,427.0	4,439.0	6,675.0	345.0	378.0	661.0	555.0
July	13,354.0	1,347.0	3,863.0	6,303.0	335.0	359.0	621.0	526.0
August	12,630.0	1,278.0	3,665.0	5,851.0	322.0	372.0	576.0	566.0
September	14,102.0	1,425.0	4,299.0	6,531.0	324.0	343.0	590.0	590.0
October	13,998.0	1,433.0	4,125.0	6,436.0	357.0	412.0	658.0	577.0
November	15,096.0	1,532.0	4,323.0	7,035.0	418.0	443.0	724.0	621.0
December	31,587.0	3,449.0	8,580.0	14,993.0	789.0	812.0	1,399.0	1,565.0

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Motor Vehicle Dealers								
Annual Total	1,392,347.3	83,971.0	251,939.5	531,609.9	112,132.0	79,828.2	102,894.1	229,972.6
January	75,385.6	4,801.8	13,366.4	33,753.4	4,082.7	3,847.3	5,097.5	10,436.5
February	92,594.2	4,840.8	15,029.6	42,040.5	5,409.6	3,544.4	6,760.1	14,969.2
March	118,191.3	7,955.9	20,889.7	43,276.8	9,161.1	8,035.4	9,115.9	19,756.5
April	117,163.4	7,767.7	20,521.9	45,261.5	10,387.0	6,285.3	9,239.8	17,700.2
May	124,011.9	9,527.8	22,788.0	47,931.5	8,879.7	7,112.7	7,830.2	19,942.0
June	133,733.8	7,762.1	24,664.6	51,477.3	9,979.0	8,219.9	8,257.9	23,373.1
July	140,501.0	7,545.9	26,500.4	50,893.0	14,927.2	7,459.7	9,103.0	24,171.8
August	126,224.9	7,071.4	23,020.7	41,766.5	12,489.3	9,078.2	10,322.9	22,475.9
September	125,395.0	6,787.4	21,928.7	46,749.2	10,148.4	8,728.8	9,736.4	21,316.1
October	118,403.5	6,707.4	21,088.6	44,977.6	9,745.2	6,868.5	8,808.1	20,208.1
November	114,858.8	6,783.6	24,015.5	42,411.1	8,123.1	6,162.1	9,602.9	17,760.5
December	105,783.9	6,419.2	18,125.4	41,071.5	8,799.7	4,486.0	9,019.4	17,862.7
Garages and Filling Stations								
Annual Total	547,419.6	35,427.2	118,733.5	219,091.6	29,560.6	45,244.8	35,242.0	64,019.9
January	31,235.6	2,038.3	7,389.1	13,453.7	1,363.6	1,464.8	2,024.9	3,501.2
February	32,174.4	1,905.3	6,585.8	14,988.9	1,631.9	1,277.8	2,081.7	3,703.0
March	38,763.5	2,348.0	9,091.3	16,172.0	1,742.0	1,894.7	2,927.3	4,588.2
April	40,981.4	2,667.0	9,342.5	16,842.9	2,049.5	2,999.0	2,607.1	4,473.4
May	48,050.4	3,501.0	9,719.2	19,146.5	2,173.1	4,393.2	3,059.8	6,057.6
June	51,682.6	3,269.3	10,823.8	21,605.2	2,939.4	4,581.5	3,022.7	5,440.7
July	53,849.6	3,350.8	11,655.1	21,151.9	2,908.5	4,622.8	3,483.1	6,677.4
August	59,491.6	3,923.5	11,419.8	21,432.3	3,863.3	7,736.8	3,905.8	7,210.1
September	53,360.5	3,964.4	10,660.1	20,632.5	3,356.9	5,526.4	3,296.4	5,923.8
October	49,850.5	3,114.4	10,993.7	18,936.0	3,106.9	4,532.2	3,264.4	5,902.9
November	44,257.3	2,643.4	10,942.2	17,296.4	2,510.0	3,200.4	2,508.4	5,156.5
December	43,722.2	2,701.8	10,110.9	17,433.3	2,015.5	3,015.2	3,060.4	5,385.1

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1950

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Men's Clothing Stores								
Annual Total	165,330.7	12,226.0	39,985.5	74,094.2	7,746.5	4,722.6	11,093.1	15,462.8
January	9,589.2	775.2	2,223.6	4,065.5	444.4	284.9	783.3	1,012.3
February	8,653.2	650.0	1,969.9	4,033.4	323.5	229.1	609.2	839.1
March	11,044.8	854.5	2,804.0	5,072.4	407.0	315.4	642.5	949.0
April	13,958.8	1,096.8	3,864.5	5,953.5	646.0	382.3	911.0	1,104.7
May	13,574.8	1,094.3	3,488.7	6,163.6	391.5	369.1	933.9	1,133.7
June	15,153.4	1,125.6	4,101.1	6,628.9	526.3	422.4	967.8	1,381.5
July	12,575.9	987.1	3,231.9	5,412.1	698.4	288.0	810.3	1,148.1
August	11,275.8	769.2	2,826.3	4,766.5	709.2	290.5	674.5	1,239.6
September	13,553.0	922.1	3,073.5	6,317.2	591.9	409.3	855.0	1,384.0
October	14,891.9	911.5	3,304.8	6,968.2	716.8	510.8	998.7	1,481.1
November	16,493.9	1,040.9	3,821.3	7,122.4	1,211.0	568.6	1,183.6	1,546.1
December	24,566.0	1,998.8	5,275.9	11,590.5	1,080.5	652.2	1,723.3	2,244.8
Family Clothing Stores								
Annual Total	152,054.3	16,469.3	45,693.4	49,618.6	5,811.9	10,641.0	7,533.6	16,286.5
January	8,592.5	960.8	2,227.9	3,049.2	361.7	586.5	354.1	1,052.3
February	7,038.2	780.4	2,037.4	2,325.4	293.1	436.0	409.1	756.8
March	9,877.4	1,047.5	3,279.2	3,321.8	331.1	539.6	454.0	904.2
April	12,895.6	1,368.2	4,119.1	3,922.3	425.4	699.4	561.4	1,799.8
May	12,939.6	1,576.9	4,301.3	4,074.1	412.5	755.3	564.4	1,255.1
June	13,424.8	1,495.8	4,467.9	4,114.8	444.8	814.2	649.2	1,438.2
July	11,450.9	1,301.4	3,317.7	3,666.6	431.2	553.0	598.2	1,482.8
August	10,450.9	1,125.8	2,898.7	3,552.0	406.6	569.8	542.0	1,356.0
September	13,222.9	1,310.6	3,779.6	4,420.6	474.8	1,063.0	706.0	1,468.3
October	14,837.3	1,475.0	4,529.8	4,494.1	566.5	1,622.4	823.3	1,326.2
November	15,671.3	1,451.2	4,237.6	5,366.3	832.9	1,551.1	906.8	1,325.4
December	21,652.8	2,575.7	6,497.2	7,311.4	831.3	1,350.7	965.1	2,121.4

ESTIMATED RETAIL TRADE -- BY KINDS OF BUSINESS AND MONTHS -- 1960

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Women's Clothing Stores								
Annual Total	169,335.1	9,306.2	45,530.8	65,732.0	5,690.4	7,293.9	12,556.7	23,225.1
January	10,098.0	571.4	2,296.0	4,183.1	382.5	461.6	875.7	1,527.7
February	8,897.9	485.5	2,077.5	3,510.8	309.9	437.5	690.9	1,385.8
March	12,879.9	676.6	3,529.5	4,756.8	407.0	606.2	987.5	1,916.3
April	15,413.7	812.7	4,738.2	5,558.5	480.5	710.6	1,081.4	2,031.8
May	14,865.1	890.4	4,352.9	5,448.2	366.5	672.2	1,103.9	2,031.0
June	15,849.8	935.2	4,889.7	5,620.6	508.4	628.7	1,147.7	2,119.5
July	12,914.3	571.0	3,279.6	5,122.8	504.0	528.0	1,050.5	1,858.4
August	12,286.5	807.4	2,837.1	4,863.6	522.9	571.9	874.1	1,809.5
September	14,256.5	714.2	3,487.5	6,004.9	467.8	577.4	1,002.4	2,002.3
October	14,747.8	768.5	3,813.2	5,790.6	543.4	767.3	1,118.7	1,946.1
November	14,369.6	828.6	3,875.0	5,506.5	540.1	640.8	1,103.7	1,874.9
December	22,756.0	1,244.7	6,354.3	9,365.6	657.4	691.7	1,520.2	2,921.8
Shoe Stores								
Annual Total	96,035.7	6,712.6	29,437.8	43,616.3	2,733.9	1,725.7	3,737.9	8,071.5
January	4,941.7	356.9	1,294.5	2,397.5	122.2	81.7	215.3	473.6
February	4,458.8	266.0	1,322.1	2,064.6	112.7	86.6	182.7	424.1
March	6,195.1	391.7	2,012.5	2,668.0	162.9	116.0	255.3	588.6
April	9,292.5	605.4	3,158.7	4,041.8	270.6	149.0	363.7	703.3
May	8,996.2	558.2	3,025.5	3,811.8	239.3	174.2	377.5	709.7
June	10,158.4	698.5	3,464.5	4,325.0	342.0	185.9	400.7	741.8
July	7,534.5	597.3	2,174.2	3,415.7	238.4	150.1	306.7	652.1
August	6,961.9	525.3	1,824.3	3,279.6	230.5	138.8	321.0	642.4
September	8,965.8	659.1	2,555.8	4,228.6	253.0	150.6	295.5	823.2
October	7,503.2	497.0	2,011.0	3,530.3	255.9	167.8	323.9	717.3
November	8,627.0	490.3	2,492.7	4,227.4	253.3	160.8	325.7	676.9
December	12,400.6	967.0	4,101.9	5,626.0	253.1	164.2	369.9	918.5

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1950

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Hardware Stores								
Annual Total	192,006.8	10,654.8	45,390.9	66,096.5	10,885.7	13,601.3	25,763.6	19,614.0
January	9,769.2	544.0	2,459.9	3,482.8	455.5	596.8	1,301.5	928.7
February	9,492.4	488.1	2,298.7	3,269.3	524.4	677.8	1,279.4	954.7
March	11,601.5	604.3	2,719.0	3,769.8	589.5	884.4	1,780.1	1,254.4
April	14,145.2	799.8	3,070.3	4,828.4	781.7	1,061.8	2,099.4	1,506.8
May	18,896.4	1,111.0	4,721.9	6,367.6	890.2	1,257.4	2,408.2	1,640.1
June	19,125.9	982.6	4,542.7	7,058.9	1,021.1	1,403.4	2,415.4	1,701.8
July	17,983.5	1,003.2	4,517.3	6,506.5	970.8	1,221.7	2,061.6	1,702.4
August	18,306.6	990.5	4,435.0	5,893.6	987.6	1,472.5	2,721.1	1,806.3
September	18,296.4	1,007.4	4,420.1	5,893.9	1,204.3	1,275.5	2,377.0	2,118.2
October	17,785.4	1,032.0	4,164.1	6,215.0	1,040.3	1,254.7	2,221.4	1,857.9
November	16,624.7	916.3	3,875.2	5,578.9	1,093.3	1,239.2	2,152.2	1,769.6
December	19,976.6	1,175.6	4,166.7	6,731.8	1,327.0	1,256.1	2,946.3	2,373.1
Lumber and Building Materials Dealers								
Annual Total	293,514.3	6,732.0	37,880.6	114,347.3	34,035.7	30,178.4	39,865.8	30,474.5
January	14,531.6	362.3	1,624.2	6,505.3	1,631.2	1,429.5	1,684.3	1,294.8
February	13,692.5	347.0	1,410.0	5,699.2	1,341.3	1,392.1	1,920.6	1,582.3
March	16,821.5	372.9	1,870.0	6,370.4	1,695.1	1,484.1	2,478.5	2,550.5
April	18,645.2	372.2	2,244.8	7,632.2	1,599.6	1,457.5	2,834.1	2,504.8
May	26,625.4	667.5	4,063.7	10,698.5	2,032.7	2,681.3	3,583.8	2,897.9
June	31,958.4	684.9	4,415.9	12,522.9	3,452.0	3,166.5	4,586.5	3,129.7
July	29,723.6	649.7	4,334.7	11,136.0	3,816.9	3,086.4	4,061.3	2,638.6
August	33,725.5	701.4	4,504.8	12,007.5	4,507.5	4,011.7	4,770.1	3,222.5
September	29,614.2	650.2	3,740.6	11,082.2	4,108.7	3,086.9	3,955.2	2,990.4
October	30,321.7	735.2	3,949.5	11,578.6	3,815.2	3,583.9	4,298.9	2,960.4
November	27,406.6	612.8	3,215.6	10,961.8	3,592.6	2,988.7	3,300.0	2,735.1
December	19,848.1	575.9	2,506.8	8,152.7	2,442.9	1,809.8	2,392.5	1,967.5

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1950

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Furniture Stores								
Annual Total	153,444.7	8,132.9	41,857.0	71,704.0	4,000.8	2,935.1	8,701.8	16,113.1
January	8,999.8	428.1	2,097.5	4,826.5	183.0	141.8	495.9	827.0
February	9,573.5	436.0	2,371.0	4,712.8	246.7	165.9	672.2	968.9
March	11,236.1	670.4	2,854.7	5,302.9	282.4	252.8	718.2	1,154.7
April	11,924.2	784.0	2,855.2	5,762.4	263.0	243.7	689.7	1,326.2
May	14,101.4	1,051.2	4,065.7	6,538.1	258.0	198.0	650.5	1,339.9
June	13,418.0	591.1	3,922.4	6,224.3	441.1	250.3	630.2	1,358.6
July	12,246.2	573.6	3,279.7	5,748.6	339.9	220.6	638.5	1,445.3
August	13,579.6	567.4	3,706.2	6,221.4	393.7	280.2	835.4	1,575.3
September	14,860.0	714.3	4,333.3	6,715.1	381.8	260.7	844.9	1,609.9
October	14,092.9	781.2	3,762.0	6,356.0	462.5	321.5	865.2	1,544.5
November	13,145.1	578.5	4,078.3	5,892.4	311.6	276.6	791.5	1,216.2
December	16,267.9	957.1	4,531.0	7,403.5	437.1	323.0	869.6	1,746.6
Appliance and Radio Stores								
Annual Total	142,042.8	12,419.7	36,972.2	64,143.7	4,653.9	2,765.5	10,728.8	10,359.0
January	8,956.1	736.1	1,941.8	4,544.9	288.2	113.1	801.6	530.4
February	9,443.4	744.1	2,257.3	4,572.9	324.0	132.2	819.2	593.7
March	11,503.1	1,186.8	3,205.5	4,879.0	336.3	362.2	774.5	728.8
April	11,430.7	837.8	3,273.8	5,126.8	374.9	294.7	713.5	809.2
May	13,224.4	1,175.8	4,013.9	5,905.7	269.1	159.0	723.8	977.1
June	11,762.9	1,261.1	3,397.1	5,112.2	334.9	247.1	608.4	802.1
July	11,629.0	749.2	3,383.9	5,327.7	363.1	228.4	566.4	1,010.3
August	10,739.5	828.3	2,684.3	5,078.4	388.8	223.8	682.6	853.3
September	13,575.6	972.3	4,102.5	5,712.9	465.3	288.6	974.6	1,059.4
October	13,303.0	1,362.0	3,035.1	5,981.6	501.2	187.5	1,140.2	1,095.4
November	11,578.4	997.0	2,654.3	4,834.0	434.3	272.2	1,580.0	806.6
December	14,896.7	1,569.2	3,022.7	7,067.6	543.8	256.7	1,344.0	1,092.7

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Restaurants</u>								
Annual Total	321,805.7	13,436.4	62,359.7	132,974.6	24,106.1	16,781.2	29,045.6	43,102.1
January	22,540.4	826.8	4,912.1	9,169.1	1,576.1	1,041.6	1,851.7	3,163.0
February	21,815.6	1,060.9	4,676.0	8,413.1	1,656.9	1,042.2	1,811.3	3,155.2
March	24,310.6	1,091.3	4,921.1	9,456.3	1,742.3	1,242.7	2,334.8	3,522.1
April	25,586.8	1,154.9	4,899.7	10,279.2	2,007.7	1,368.1	2,432.7	3,444.5
May	27,463.8	1,121.4	5,359.4	11,236.0	2,148.3	1,402.0	2,571.5	3,625.2
June	28,304.8	1,203.3	5,696.5	11,930.9	1,915.2	1,416.7	2,496.2	3,646.0
July	29,971.1	1,352.5	4,750.0	13,120.4	2,073.9	1,624.9	3,020.9	4,028.5
August	30,467.5	1,290.9	5,383.1	13,289.6	2,044.1	1,614.6	2,528.2	4,317.0
September	29,222.5	1,156.3	5,406.6	12,139.4	2,240.5	1,544.8	2,750.4	3,984.5
October	28,177.0	918.0	5,814.3	11,499.1	2,406.0	1,599.2	2,416.9	3,523.4
November	27,064.0	1,100.4	5,168.1	11,622.3	2,098.5	1,468.8	2,360.7	3,245.2
December	26,881.6	1,159.7	5,372.7	10,819.2	2,196.6	1,415.6	2,470.3	3,447.5

Coal and Wood Dealers

Annual Total	202,851.9	13,100.5	48,186.5	106,825.6	14,207.6	8,759.1	2,033.0	9,739.6
January	20,181.3	1,450.9	4,833.4	9,460.4	1,790.3	1,137.5	364.6	1,144.2
February	19,113.8	1,320.2	4,865.6	9,376.1	1,398.4	957.3	235.7	960.5
March	19,372.3	1,601.9	4,624.3	10,144.2	1,136.5	805.8	141.1	918.5
April	12,592.0	774.5	2,701.9	7,028.5	863.7	452.1	58.2	693.1
May	10,690.0	733.2	2,728.7	5,630.3	561.6	341.6	88.8	597.8
June	12,334.0	586.0	2,816.7	7,460.9	563.1	366.7	62.5	476.1
July	13,347.0	684.7	3,007.7	8,272.1	580.1	306.6	25.2	470.6
August	17,256.3	916.1	3,873.9	10,124.4	959.9	549.1	65.9	767.0
September	19,777.3	1,241.8	4,756.8	10,881.2	1,375.0	683.9	92.1	746.5
October	19,571.9	1,305.5	4,738.1	9,649.8	1,722.5	1,029.1	215.5	911.4
November	18,782.0	1,207.1	4,321.0	9,175.6	1,597.2	1,007.9	337.7	1,135.5
December	19,834.0	1,278.6	4,918.4	9,614.1	1,639.3	1,121.5	345.7	916.4

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1950

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Drug Stores</u>								
Annual Total	201,237.7	15,774.1	40,787.6	88,685.3	13,603.8	9,815.0	12,755.8	19,816.1
January	15,616.8	1,219.1	3,397.0	6,878.5	954.9	684.7	918.9	1,563.7
February	15,166.5	1,174.7	3,212.9	6,653.0	970.0	693.7	985.6	1,476.6
March	16,388.5	1,251.0	3,368.6	7,262.6	1,064.3	759.6	1,031.8	1,650.6
April	16,097.8	1,254.5	3,240.3	7,133.6	1,071.8	782.8	1,020.1	1,594.7
May	16,235.7	1,277.6	3,340.7	7,066.0	1,147.4	786.2	1,025.1	1,592.7
June	16,390.8	1,254.0	3,326.9	7,149.6	1,095.3	905.2	1,019.3	1,640.5
July	15,436.9	1,282.4	3,163.5	6,563.5	1,098.0	729.1	968.1	1,632.3
August	16,092.3	1,291.9	3,064.6	7,183.3	1,162.9	792.8	961.0	1,645.8
September	17,216.8	1,337.6	3,406.6	7,697.9	1,154.4	850.9	1,120.7	1,648.7
October	16,865.6	1,351.0	3,357.6	7,407.4	1,133.7	905.8	1,111.1	1,599.0
November	16,283.5	1,231.9	3,341.3	7,211.1	1,122.4	819.8	1,013.7	1,543.3
December	23,446.5	1,848.4	4,577.6	10,478.8	1,628.7	1,104.4	1,580.4	2,228.2
<u>Jewellery Stores</u>								
Annual Total	71,774.9	6,117.0	17,786.0	27,194.3	4,594.5	1,959.5	4,612.7	9,510.9
January	3,729.5	286.6	959.9	1,416.0	236.8	161.7	254.4	414.1
February	3,750.1	308.6	959.8	1,433.2	242.7	88.5	246.4	470.9
March	4,417.4	422.9	1,147.1	1,602.7	291.0	85.2	316.7	551.8
April	4,564.9	342.4	1,384.1	1,527.3	295.5	88.6	313.5	613.5
May	5,021.7	387.9	1,337.8	1,890.5	262.2	132.6	360.8	649.9
June	5,441.6	466.6	1,396.2	1,973.4	348.7	147.4	358.0	751.3
July	5,229.0	510.0	1,161.4	1,958.1	332.5	148.0	368.5	750.5
August	5,884.0	597.4	1,316.2	2,197.0	344.3	163.3	384.3	881.5
September	6,545.1	504.6	1,732.6	2,376.9	459.5	190.8	388.3	892.4
October	5,655.1	448.8	1,260.2	2,298.0	386.9	201.0	382.1	678.1
November	5,776.8	437.8	1,332.1	2,335.4	421.5	204.2	250.3	795.5
December	15,759.7	1,403.4	3,798.6	6,185.8	972.9	348.2	989.4	2,061.4

(in thousands of dollars)

Months	Canada	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Tobacco Stores								
Annual Total	86,366.4	3,425.1	23,123.6	45,539.8	1,226.3	2,322.1	2,977.6	7,751.9
January	6,574.6	282.8	1,783.2	3,427.9	91.1	159.7	239.1	590.8
February	6,267.4	254.5	1,765.5	3,185.4	92.8	156.1	217.2	595.9
March	6,778.3	271.1	2,016.6	3,429.5	101.9	171.8	179.3	608.1
April	7,328.3	277.1	1,949.6	3,934.4	102.4	180.0	241.7	643.1
May	7,322.2	290.9	1,982.8	3,884.1	101.3	185.7	255.0	622.4
June	7,613.1	256.1	2,000.1	4,171.2	98.8	198.5	242.3	646.1
July	6,887.8	252.8	1,812.2	3,670.4	91.2	193.7	213.6	653.9
August	6,498.9	313.1	1,657.2	3,369.1	95.8	191.1	215.1	657.5
September	6,951.6	267.6	1,875.2	3,616.2	101.2	198.8	256.1	636.5
October	7,036.7	262.7	1,890.0	3,707.4	98.6	192.9	251.4	633.7
November	7,044.3	242.4	1,842.6	3,801.0	97.7	192.3	246.4	621.9
December	10,063.2	454.0	2,548.6	5,343.2	153.5	301.5	420.4	842.0
All Other Trades								
Annual Total	1,785,331.1	130,185.4	400,318.5	675,344.8	85,450.3	94,560.6	187,956.6	211,484.9
January	101,886.6	7,945.0	23,407.4	39,163.7	4,735.1	4,146.5	10,536.2	11,951.7
February	100,372.8	7,740.0	22,482.1	38,157.7	4,706.6	3,537.1	10,592.9	13,156.4
March	126,872.0	9,614.1	27,856.3	47,318.0	5,507.7	5,555.0	15,087.1	15,933.8
April	141,995.7	9,255.3	32,271.1	53,614.7	6,816.5	7,728.0	15,062.7	17,247.4
May	158,078.7	11,230.2	34,039.6	58,049.8	6,930.5	12,350.7	16,767.4	18,710.5
June	159,918.6	11,665.9	34,987.3	60,997.1	7,439.3	8,951.9	16,311.7	19,565.4
July	160,715.7	12,345.7	34,315.7	62,428.6	7,419.2	8,041.8	16,241.7	19,923.0
August	177,582.9	13,594.0	35,588.5	61,618.4	9,144.7	14,907.2	21,649.0	21,081.1
September	166,713.9	11,678.4	37,582.2	63,963.9	8,229.6	8,945.5	17,444.8	18,869.5
October	149,003.5	10,283.0	33,999.8	56,166.5	8,336.0	8,101.2	15,396.7	16,720.3
November	153,542.6	10,167.9	39,847.5	57,631.2	7,790.2	5,726.8	16,072.9	16,306.1
December	188,618.1	14,654.9	43,941.0	76,235.2	8,394.9	6,568.9	16,793.5	22,010.7



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

UNIVERSITY OF TORONTO

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

DEPT. OF POLITICAL ECONOMY

Vol. XXIII
No. 2

16-4020
13

RETAIL TRADE
FEBRUARY, 1951



The sharp upswing in Canada's retail trade which reached notable proportions in January, continued in February 1951, when total sales amounted to \$672 millions, a gain of 17% compared with the February 1950 total of \$565 millions. Sales for the first two months of 1951, \$1,343 millions, were up 19% over the same period in 1950.

All sections of the country reported higher dollar sales volumes than a year ago. The 22% gains in Alberta and Manitoba were the largest recorded, and were followed closely by 19% increases in Ontario, Saskatchewan and British Columbia. Sales were up 14% in Quebec. The Maritime Provinces shared to a lesser degree in the large increase in retail trade, sales being up 6%.

All 21 trades had sales gains in February 1951, a reflection of the generally widespread increase in consumer spending. Contrary to the trend of a year ago, substantial consumer commitments for durable goods do not appear to have been made wholly at the expense of non-durable goods. Along



with a 47% increase in motor vehicle dealers' sales, and a 23% gain in the sales of appliance and radio dealers, went large gains in most trades in the apparel group. Shoe stores, family clothing stores, and men's clothing stores had sales gains of 19%, 13% and 11% respectively. The drug stores' sales increase of 17% was the largest in many months. Food store sales were up 13%. Restrictions recently introduced

to curtail new home construction do not appear thus far to have affected lumber and building material dealer or hardware store

sales, gains of 21% and 19% respectively having been reported by these two kinds of business.

A comparison of department store sales and stocks for February 1950 and 1951 is given on Page 10. Total sales were up 16% in February 1951 compared with February 1950. All departments reported increased sales volumes, with nine of the increases being in excess of 20%. Value of department store inventories on February 1, 1951 were 18% above their value on the same date a year previously.

The following table gives estimates of chain office-and-store appliance dealers' sales, by provinces, for February 1950 and 1951.

Chain Office-and-Store Appliance Dealers' Sales

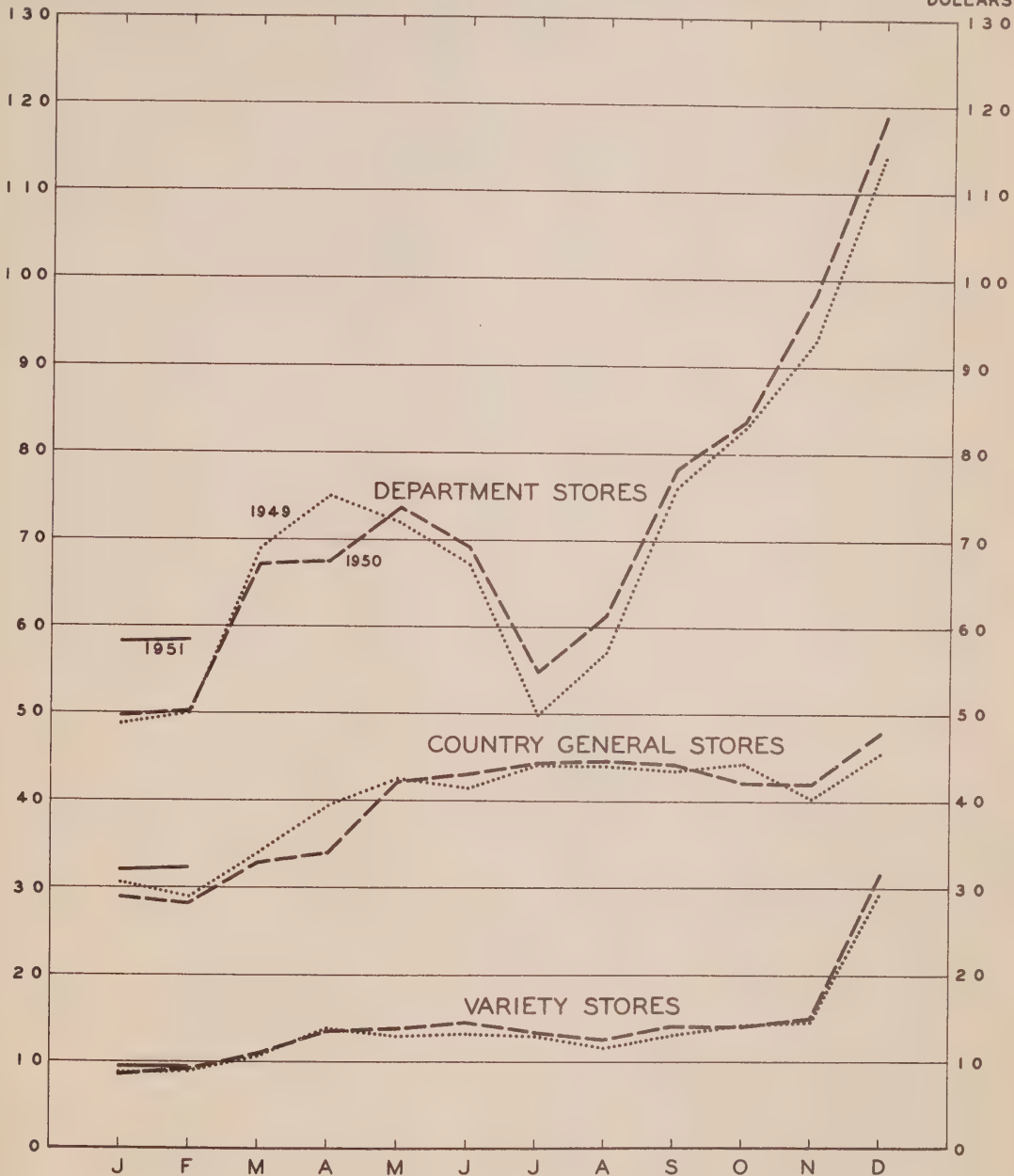
Province	February 1950	February 1951	% Change Feb. 1951/Feb.1950
	\$'000	\$'000	
Canada	3,660	4,540	+24.0
Maritime Provinces	160	200	+25.0
Quebec	850	940	+10.6
Ontario	1,790	2,300	+28.5
Manitoba	300	320	+ 6.7
Saskatchewan	100	180	+80.0
Alberta	190	230	+21.1
British Columbia	270	370	+37.0

Year's subscription \$2.00

MONTHLY SALES GENERAL MERCHANDISE TRADES

MILLION
DOLLARS

MILLION
DOLLARS



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February, 1951 Over February, 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 17.2	+ 5.8	+ 14.2	+ 18.8	+ 21.6	+ 18.6	+ 22.0	+ 18.9
Grocery & Combination	+ 13.3	+ 9.9	+ 11.3	+ 17.5	+ 15.3	+ 2.3	+ 15.1	+ 5.9
Meat	+ 8.4	- 7.0	+ 4.4	+ 8.9	+ 13.5	+ 12.5	+ 23.3	+ 8.4
Country General	+ 15.3	+ 9.1	+ 23.5	+ 21.1	+ 2.6	+ 9.2	+ 3.9	+ 29.1
Department	+ 16.3	+ 11.4	+ 13.1	+ 12.4	+ 23.3	+ 24.2	+ 21.5	+ 20.1
Variety	+ 7.0	+ 2.4	+ 8.7	+ 6.2	+ 9.1	(a)	+ 4.7	+ 14.0
Motor Vehicle	+ 46.9	+ 42.2	+ 16.9	+ 51.0	+ 73.7	+ 35.5	+ 71.0	+ 60.4
Garage & Filling Station .	+ 13.1	+ 4.7	+ 12.9	+ 13.2	+ 16.0	+ 27.7	+ 4.3	+ 17.5
Men's Clothing	+ 11.4	+ 6.3	+ 9.8	+ 11.9	(b)	+ 17.9	- 17.6	+ 16.0
Family Clothing	+ 12.8	+ 3.0	+ 5.8	+ 15.7	+ 23.1	+ 25.6	+ 13.5	+ 35.4
Women's Clothing	+ 2.0	(a)	- 4.4	+ 6.1	- 2.2	+ 5.1	(a)	- 1.9
Shoe	+ 18.8	+ 19.2	+ 37.2	+ 8.6	(a)	(b)	(a)	+ 7.9
Hardware	+ 18.5	+ 15.2	+ 23.7	+ 14.8	+ 23.5	+ 2.0	+ 16.8	+ 29.3
Lumber & Building Material	+ 20.7	+ 29.5	+ 37.1	+ 19.0	+ 30.2	+ 17.3	+ 16.9	+ 11.7
Furniture	+ 9.3	(a)	+ 15.2	+ 5.8	+ 37.3	+ 35.7	- 3.0	+ 20.5
Appliance & Radio	+ 22.9	(a)	+ 19.1	+ 25.1	+ 19.4	(b)	+ 16.7	+ 36.4
Restaurant	+ 3.0	- 15.0	- 1.9	+ 12.7	- 9.7	(a)	- 6.8	- 2.5
Coal & Wood	+ 6.7	+ 6.3	+ 15.6	+ 12.7	- 10.2	- 1.7	- 34.8	- 30.4
Drug	+ 16.6	+ 22.4	+ 27.4	+ 13.6	+ 12.5	+ 11.7	+ 13.7	+ 13.2
Jewellery	+ 1.9	- 13.6	- 1.2	+ 4.7	- 3.7	- 20.0	+ 3.4	+ 13.3
Tobacco	+ 6.1	+ 9.1	- 4.1	+ 12.5	+ 14.3	+ 12.5	(a)	- 1.5
All Others	+ 14.0	+ 9.5	+ 15.0	+ 10.1	+ 16.9	+ 41.0	+ 18.2	+ 12.9

(a) Unchanged

(b) not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January-February, 1951 Over January-February, 1950.

Kind of Business or store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 18.7	+ 11.2	+ 15.7	+ 19.6	+ 23.4	+ 16.8	+ 24.5	+ 20.9
Grocery & Combination	+ 13.9	+ 9.5	+ 12.1	+ 18.1	+ 15.8	+ 3.8	+ 14.8	+ 7.2
Meat	+ 10.1	- 5.8	+ 12.2	+ 9.6	+ 17.3	+ 10.3	+ 15.1	+ 5.9
Country General	+ 12.8	+ 10.0	+ 17.7	+ 18.1	+ 5.3	+ 7.2	+ 5.7	+ 19.2
Department	+ 16.7	+ 12.2	+ 14.6	+ 15.4	+ 19.0	+ 14.6	+ 20.1	+ 21.2
Variety	+ 10.2	+ 5.6	+ 10.5	+ 10.1	+ 11.9	+ 6.3	+ 10.3	+ 17.9
Motor Vehicle	+ 48.2	+ 41.7	+ 19.6	+ 49.0	+ 90.9	+ 44.8	+ 77.9	+ 63.5
Garage & Filling Station...	+ 18.3	+ 12.7	+ 16.4	+ 15.6	+ 16.6	+ 30.9	+ 12.3	+ 38.7
Men's Clothing	+ 11.1	+ 12.6	+ 10.2	+ 10.8	(b)	+ 16.9	- 5.6	+ 15.5
Family Clothing	+ 14.3	+ 3.9	+ 9.8	+ 17.3	+ 28.1	+ 9.9	+ 21.1	+ 26.5
Women's Clothing	+ 7.2	+ 2.4	+ 0.3	+ 11.3	+ 1.1	+ 13.8	+ 3.8	+ 5.3
Shoe	+ 16.1	+ 18.6	+ 25.9	+ 9.7	+ 17.4	(b)	+ 7.3	+ 12.5
Hardware	+ 20.8	+ 17.3	+ 23.2	+ 19.7	+ 22.6	+ 1.9	+ 18.9	+ 33.3
Lumber & Building Material	+ 27.7	+ 26.7	+ 40.0	+ 26.0	+ 34.3	+ 10.8	+ 30.8	+ 35.5
Furniture	+ 15.0	+ 5.4	+ 18.2	+ 11.6	+ 30.0	+ 34.6	+ 11.0	+ 29.9
Appliance & Radio	+ 23.2	- 1.7	+ 27.0	+ 23.8	+ 23.5	+ 15.0	+ 13.0	+ 32.7
Restaurant	+ 6.6	- 10.9	+ 1.5	+ 12.6	- 5.3	+ 3.8	+ 10.9	+ 0.2
Coal & Wood	+ 8.3	+ 6.4	+ 17.5	+ 15.7	- 8.4	- 4.1	- 37.9	- 26.3
Drug	+ 13.0	+ 15.4	+ 20.3	+ 10.2	+ 11.1	+ 15.8	+ 13.3	+ 10.3
Jewellery	+ 6.8	- 2.4	+ 0.6	+ 10.7	+ 5.9	- 11.1	+ 8.5	+ 14.5
Tobacco	+ 3.7	+ 2.1	- 2.9	+ 7.4	+ 10.7	+ 12.5	+ 3.8	+ 0.7
All Others.....	+ 16.5	+ 17.1	+ 15.3	+ 14.7	+ 16.3	+ 27.2	+ 23.0	+ 16.2

(a) Unchanged (b) not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY, 1951
(revised)

(In thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	671,920	47,700	145,640	273,740	41,970	31,620	53,380	77,920
Grocery & Combination	116,300	9,500	33,630	48,940	4,880	3,470	5,680	10,200
Meat	14,840	410	4,600	5,160	490	500	1,060	2,610
Country General	32,090	4,760	6,480	6,800	2,310	4,960	4,340	2,450
Department	58,270	3,390	9,090	22,330	8,880	2,540	4,050	7,990
Variety	9,620	850	2,830	4,630	230	240	410	430
Motor Vehicle	114,190	6,750	16,400	49,450	8,590	5,870	9,530	17,600
Garage & Filling Station	38,710	2,460	8,830	15,880	1,600	1,960	2,430	5,560
Men's Clothing	10,660	930	2,460	4,500	460	330	820	1,170
Family Clothing	9,740	1,040	2,390	3,580	470	560	470	1,230
Women's Clothing	11,190	600	2,390	4,830	390	560	930	1,490
Shoe	5,600	380	1,470	2,650	160	80	240	610
Hardware	11,990	650	3,020	4,310	550	610	1,590	1,260
Lumber & Building Material	19,790	450	2,320	8,610	2,270	1,500	2,470	2,170
Furniture	10,890	470	2,540	5,650	230	190	650	1,160
Appliance & Radio	10,970	670	2,600	5,610	360	110	940	670
Restaurant	24,600	780	5,150	10,330	1,540	1,120	2,430	3,250
Coal & Wood	22,400	1,550	5,780	11,240	1,670	1,070	210	890
Drug	17,120	1,320	3,870	7,360	1,050	820	1,030	1,680
Jewellery	4,150	310	980	1,660	280	150	290	480
Tobacco	6,680	270	1,760	3,520	100	180	250	600
All Others	122,120	10,160	27,050	46,680	5,460	4,800	13,560	14,420

x Canada totals do not include Newfoundland, North West Territories and Yukon figures.

ESTIMATED RETAIL TRADE BY PROVINCES AND KINDS OF BUSINESS

FEBRUARY, 1951

(In thousands of dollars)

Kind of Business or Store	CANADA ^x	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	671,540	44,920	142,300	276,870	42,050	30,100	52,470	82,840
Grocery & Combination	115,770	9,600	33,160	48,870	4,820	3,400	5,650	10,280
Meat	14,200	410	4,140	5,000	450	500	1,170	2,540
Country General	32,230	4,400	7,150	7,090	2,060	4,970	4,130	2,740
Department	58,400	3,410	9,080	21,720	9,110	2,720	4,180	2,170
Variety	9,650	850	2,740	4,600	240	270	450	490
Motor Vehicle	137,700	6,870	17,580	63,480	9,390	4,810	11,560	24,010
Garage & Filling Station	36,440	1,990	7,440	16,970	1,900	1,630	2,170	4,350
Men's Clothing	9,590	700	2,170	4,510	(b)	270	510	970
Family Clothing	8,020	800	2,160	2,690	360	530	450	1,030
Women's Clothing	9,000	480	1,980	3,740	310	460	680	1,330
Shoe	5,220	320	1,810	2,250	120	(b)	180	460
Hardware	11,350	560	2,850	3,750	650	690	1,490	1,240
Lumber & Building Material	16,520	450	1,820	6,750	1,730	1,660	2,230	1,750
Furniture	10,520	430	2,750	4,980	320	220	650	1,170
Appliance & Radio	11,350	730	2,530	5,750	380	(b)	920	810
Restaurant	32,370	1,000	4,580	9,480	1,490	1,040	1,690	3,030
Coal & Wood	20,630	1,410	5,620	10,570	1,350	940	160	670
Drug	17,750	1,440	4,100	7,550	1,090	780	1,130	1,670
Jewellery	3,830	280	940	1,510	240	80	260	540
Tobacco	6,650	280	1,700	3,580	100	180	220	590
All Others	114,430	8,510	25,900	42,030	5,560	4,940	12,590	14,940

x Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, FEBRUARY, 1951.
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	CANADA			MARITIMES
Total, All Trades	671,540	114,200	557,340	44,920
Grocery & Combination	115,770	45,170	70,600	9,600
Meat	14,200	510	13,690	410
Country General	32,230	890	31,340	4,400
Department	58,400	-	58,400	3,410
Variety	9,650	8,380	1,270	850
Motor Vehicle	137,700	2,260	135,440	6,870
Garage & Filling Station	36,440	220	36,220	1,990
Men's Clothing	9,590	1,060	8,530	700
Family Clothing	8,020	1,780	6,230	800
Women's Clothing	9,000	2,140	6,860	480
Shoe	5,220	1,660	3,560	320
Hardware	11,230	(1)	(1)	560
Lumber & Building Material	16,520	3,160	13,360	450
Furniture	10,520	2,310	8,210	430
Appliance & Radio	11,350	2,480	8,860	730
Restaurant	22,370	1,520	20,850	1,000
Coal & Wood	20,620	(1)	(1)	1,410
Drug	17,750	2,420	15,330	1,440
Jewellery	3,830	1,490	2,340	280
Tobacco	6,650	1,220	5,430	280
All Others	114,480	34,220	80,260	8,510
	MANITOBA			SASKAT- CHEWAN
Total, All trades	42,050	5,150	36,900	30,100
Grocery & Combination	4,820	1,850	2,970	3,400
Meat	460	-	460	500
Country General	2,060	-	2,060	4,670
Department	9,110	-	9,110	2,720
Variety	240	240	-	270
Motor Vehicle	9,390	(1)	(1)	4,810
Garage & Filling Station	1,900	(1)	(1)	1,630
Men's Clothing	470	(1)	(1)	270
Family Clothing	360	50	310	530
Women's Clothing	310	90	210	460
Shoe	120	30	90	90
Hardware	650	(1)	(1)	690
Lumber & Building Material	1,730	420	1,310	1,660
Furniture	320	-	320	220
Appliance & Radio	380	(1)	(1)	220
Restaurant	1,490	100	1,390	1,040
Coal & Wood	1,250	-	1,250	940
Drug	1,090	(1)	(1)	780
Jewellery	240	(1)	(1)	80
Tobacco	100	(1)	(1)	180
All Others	5,560	1,610	3,950	4,940

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in totals. Any slight differences between the totals and their components are due to the rounding of the figures.

**ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, FEBRUARY, 1951.**
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
PROVINCES			QUEBEC			ONTARIO	
7,630	37,290	142,300	23,050	119,250	276,870	54,840	222,030
1,620	7,980	33,160	8,610	24,550	48,870	25,640	23,230
-	410	4,140	-	4,140	5,000	450	4,550
170	4,230	7,150	280	6,870	7,090	260	6,830
-	3,410	9,080	-	9,080	21,720	-	21,720
750	100	2,740	2,140	600	4,600	4,140	460
(1)	(1)	17,580	(1)	(1)	63,480	(1)	(1)
(1)	(1)	7,440	(1)	(1)	16,970	(1)	(1)
(1)	(1)	2,170	110	2,060	4,510	770	3,740
(1)	(1)	2,160	680	1,480	2,690	500	2,190
50	430	1,980	440	1,540	3,740	990	2,750
(1)	(1)	1,810	450	1,360	2,250	930	1,310
(1)	(1)	2,850	(1)	(1)	3,750	(1)	(1)
-	450	1,920	-	1,920	6,750	(1)	(1)
(1)	(1)	2,750	930	1,820	4,980	930	4,050
(1)	(1)	2,530	1,000	1,530	5,750	980	4,770
(1)	(1)	4,580	450	4,130	9,480	690	8,800
-	1,410	5,620	-	5,620	10,570	(1)	(1)
140	1,300	4,100	350	3,750	7,550	1,230	6,330
(1)	(1)	940	(1)	(1)	1,510	680	830
(1)	(1)	1,700	360	1,340	3,580	(1)	(1)
3,460	5,050	25,900	6,120	19,780	42,030	14,600	27,420
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
4,460	25,640	52,470	6,820	45,650	82,840	12,250	70,590
(1)	(1)	5,650	(1)	(1)	10,260	4,190	6,070
(1)	(1)	1,170	-	1,170	2,540	(1)	(1)
(1)	(1)	4,130	(1)	(1)	2,740	(1)	(1)
-	2,720	4,180	-	4,180	8,170	-	8,170
270	10	450	400	50	490	440	50
(1)	(1)	11,560	(1)	(1)	24,010	(1)	(1)
-	1,630	2,170	-	2,170	4,350	(1)	(1)
(1)	(1)	510	(1)	(1)	970	(1)	(1)
240	300	450	(1)	(1)	1,020	(1)	(1)
70	390	680	140	540	1,360	370	990
(1)	(1)	180	50	130	460	110	360
-	690	1,490	(1)	(1)	1,240	(1)	(1)
920	740	2,230	1,130	1,100	1,760	(1)	(1)
(1)	(1)	650	-	650	1,170	360	810
20	200	920	230	690	810	110	700
(1)	(1)	1,690	30	1,660	3,080	220	2,860
-	940	160	-	160	670	-	670
(1)	(1)	1,130	140	990	1,670	480	1,190
(1)	(1)	260	(1)	(1)	540	(1)	(1)
(1)	(1)	220	(1)	(1)	590	(1)	(1)
1,440	3,500	12,590	2,080	10,510	14,940	4,900	10,040

DEPARTMENT STORE SALES AND STOCKS

February 1950 and February 1951.

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	Feb. \ 1950	Feb. 1951	Change 1951/50	Jan. 31 1950	Jan. 31 1951	Change 1951/50
	(\$000)	(\$000)	%	(\$000)	(\$000)	%
TOTAL, All Departments	50,234	58,396	+ 16.2	158,138	187,088	+ 18.3
1. Women's and Misses' Dresses ...	1,922	2,066	+ 7.5	4,394	4,646	+ 5.7
2. Women's and Misses' Coats and Suits	1,311	1,622	+ 23.7	4,102	4,578	+ 11.6
3. Women's and Misses' Sportswear.	1,100	1,271	+ 15.5	3,713	4,057	+ 9.3
4. Furs	667	746	+ 11.8	2,875	3,235	+ 12.5
5. Girl's and Infants' Wear	1,462	1,667	+ 14.0	5,183	6,042	+ 16.6
6. Lingerie and Corsets	1,978	2,242	+ 13.3	5,580	6,331	+ 13.5
7. Aprons, Housedresses & Uniforms.	429	448	+ 4.4	833	888	+ 6.6
8. Millinery	357	400	+ 12.0	814	1,001	+ 23.0
9. Hosiery and Apparel Accessories	1,737	1,945	+ 12.0	5,387	6,491	+ 20.5
10. Women's, Misses' & Children's Shoes	1,606	1,894	+ 17.9	9,252	10,480	+ 13.3
11. Ladies' Apparel & Accessories, TOTAL 1 - 10	12,569	14,301	+ 13.8	42,133	47,749	+ 13.3
12. Men's Clothing	1,572	2,007	+ 27.7	5,469	6,504	+ 18.9
13. Men's Furnishings	1,846	2,052	+ 11.2	7,620	8,277	+ 8.6
14. Boys' Clothing & Furnishings...	908	1,066	+ 17.4	4,415	5,080	+ 15.1
15. Men's and Boys' Shoes	685	921	+ 34.5	3,774	4,361	+ 15.6
16. Food and Kindred Products	4,649	5,054	+ 8.7	4,763	5,144	+ 8.0
17. Toiletries, Cosmetics, & Drugs.	1,413	1,602	+ 13.4	3,721	4,357	+ 17.1
18. Photographic Equipment & Supplies	145	177	+ 22.1	712	856	+ 20.2
19. Piece Goods	1,934	2,131	+ 10.2	7,590	8,090	+ 6.6
20. Linens and Domestics	2,261	2,779	+ 22.9	5,858	7,370	+ 25.8
21. Smallwares	1,447	1,552	+ 7.3	4,651	5,284	+ 13.6
22. China and Glasswares	643	718	+ 11.7	4,479	5,417	+ 20.9
23. Home Furnishings	3,663	4,341	+ 18.5	13,745	17,591	+ 28.0
24. Furniture	3,687	4,082	+ 10.7	11,304	12,581	+ 11.3
25. Major Appliances	2,013	3,122	+ 55.1	5,328	8,588	+ 47.4
26. Radio and Music	869	1,111	+ 27.8	3,395	4,090	+ 20.5
27. Hardware and Housewares	3,083	3,852	+ 24.9	8,871	11,675	+ 31.6
28. Jewellery	964	1,097	+ 13.8	5,356	6,738	+ 25.8
29. Sporting Goods and Luggage	995	1,199	+ 20.5	5,073	6,953	+ 37.1
30. Stationery, Books & Magazines .	922	924	+ 0.2	2,871	3,104	+ 8.1
31. All Other Departments	3,966	4,308	+ 8.6	6,510	7,279	+ 11.8

NOTE: Canada totals do not include Newfoundland figures.



Canada

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

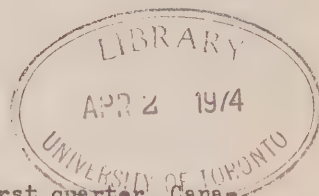
Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIII - No. 3

10

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

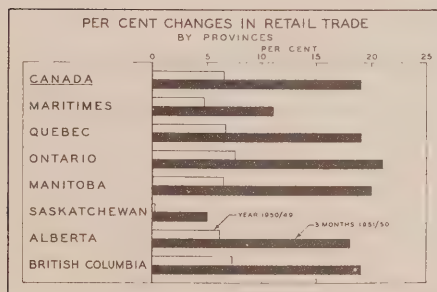
RETAIL TRADE
MARCH, 1951



Rounding out a particularly buoyant first quarter, Canada's retail trade in March 1951 reached an estimated \$814 millions, a gain of 19% over the March 1950 figure of \$686 millions. The first quarter of 1951 saw notable increases of 20% in January, 17% in February and 19% in March compared with corresponding months in 1950. Dollar volume of retail trade in the first three months of 1951 amounted to \$2,154 millions, a gain of 19% compared with 1950's first quarter total of \$1,806 millions.

Only in Saskatchewan, among the regions for which results are given separately, did sales fall below the March 1950 level. An 11% decrease in that province was in sharp contrast with the sizeable increases reported elsewhere. Ontario and Quebec, which normally account for approximately three-fifths of Canada's retail trade, had very large increases of 25% and 24% respectively. Increases in the remaining provinces ranged from 16% in British Columbia to 8% in Alberta.

Easter shopping occurred in March this year, but was spread over March and April in 1950. The effect of this seasonal characteristic is mainly felt by department, variety, apparel, drug and jewellery stores.



All trades, with the exception of fuel dealers, reported increased sales in March 1951 compared with the same month in 1950. The 37% increase in motor vehicle dealers' sales brought March volume up to \$162 millions, an unprecedented monthly total for this trade. This March total accounted for roughly 20% of all consumer

purchases in retail outlets during the month. The most important factor was, of course, the prevailing peak rate in new vehicle

Prepared in Merchandising and Services Section

sales.

Variety stores recorded a 33% gain, a particularly large monthly increase in sales volume for this kind of business. All four trades in the apparel group had large increases in sales volume, ranging from 25% in the case of men's clothing stores to 17% for women's clothing stores. Appliance and radio dealers' sales increased 23%. The 21% gain in grocery and combination stores was the largest recorded in many months. Chain grocery and combination stores, which account for roughly 40% of total food store sales, had a gain of 33% in sales volume. Meat store sales were up 20%.

A table showing department store sales and stocks for March 1950 and 1951 is given on Page 9. Total sales increased 8% in March 1951 compared with March 1950. The majority of departments reported sales increases, a 25% gain in major appliances being the largest. Stocks of merchandise held by department stores at the beginning of March 1951 were valued at \$213,713,000, 15% higher than stock holdings on the same date a year ago.

The quarterly results for department store sales appear on Page 12.

The following table gives estimates of chain office-and-store appliance dealers' sales, by provinces, for March 1950 and 1951.

Chain Office-and-Store Appliance Dealers' Sales

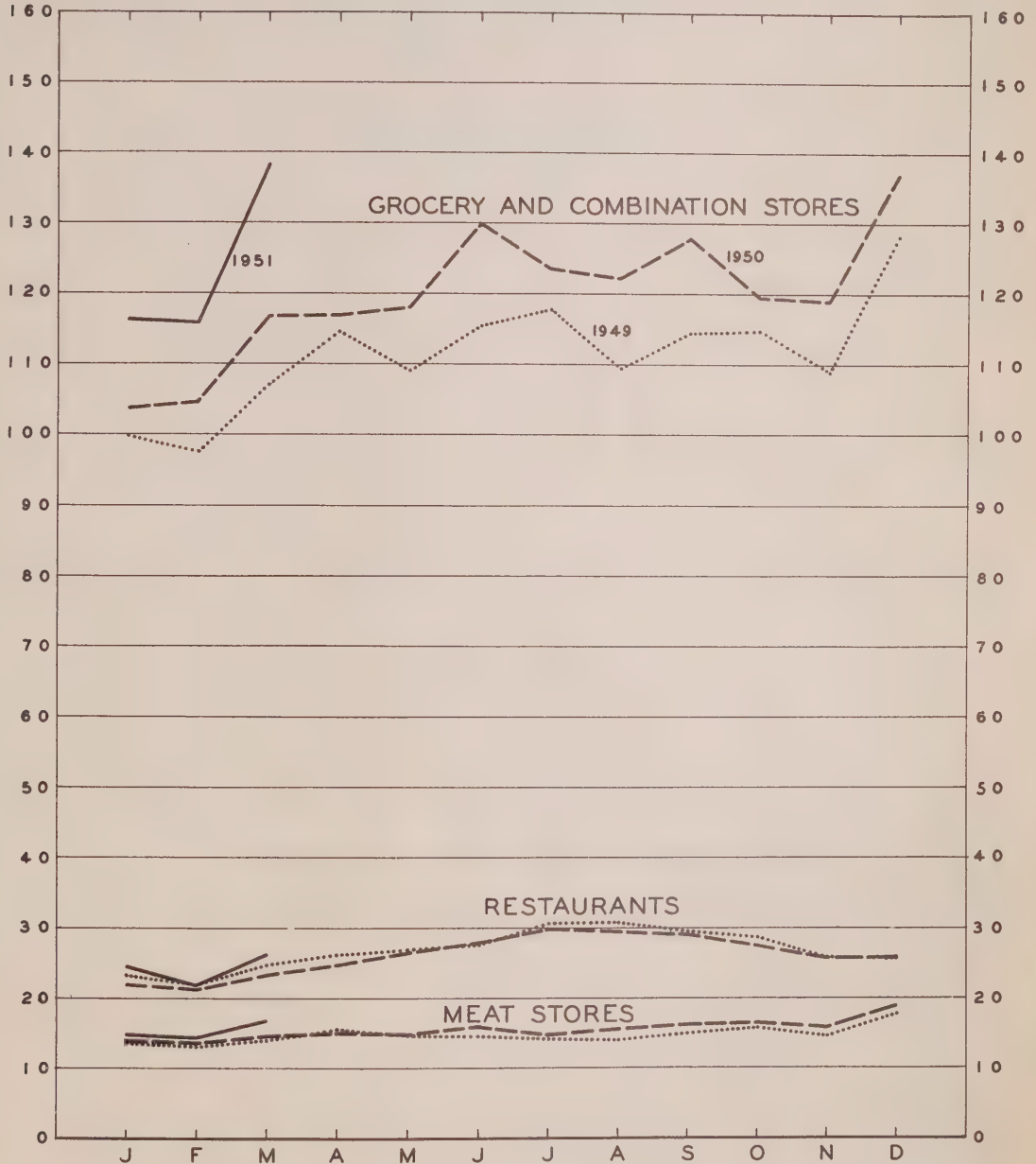
Province	March 1950	March 1951	% Change March 1951/March 1950
	\$'000	\$'000	%
Canada	4,220	5,070	+20.1
Maritime Provinces	190	190	(a)
Quebec	990	1,230	+24.2
Ontario	2,100	2,440	+16.2
Manitoba	260	320	+23.1
Saskatchewan	110	150	+36.4
Alberta	230	330	+43.5
British Columbia	330	410	+24.2
(a) unchanged			

Year's subscription \$2.00

MONTHLY SALES FOOD TRADES

MILLION
DOLLARS

MILLION
DOLLARS



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

March, 1951 Over March, 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 18.5	+ 10.9	+ 23.6	+ 24.5	+ 15.3	+ 11.2	+ 8.0	+ 16.2
Grocery & Combination	+ 21.4	+ 16.5	+ 19.5	+ 26.4	+ 22.3	+ 10.5	+ 20.5	+ 13.2
Meat	+ 20.2	+ 7.1	+ 20.8	+ 23.3	+ 20.9	+ 20.0	+ 12.7	+ 16.9
Country General	+ 16.0	+ 14.7	+ 19.8	+ 20.3	+ 11.1	+ 9.9	+ 5.3	+ 24.0
Department	+ 7.3	- 5.5	+ 13.2	+ 9.2	+ 10.0	- 15.1	+ 7.7	+ 12.5
Variety	+ 33.0	+ 28.3	+ 39.6	+ 34.0	+ 22.2	+ 3.2	+ 13.7	+ 34.7
Motor Vehicle	+ 36.6	+ 9.7	+ 41.0	+ 64.4	+ 19.9	- 30.9	+ 13.5	+ 32.7
Garage & Filling Station ...	+ 13.3	+ 24.3	+ 14.5	+ 16.6	+ 11.3	- 33.5	+ 1.1	+ 27.3
Men's Clothing	+ 25.3	+ 17.2	+ 44.7	+ 21.4	+ 17.8	- 5.6	+ 14.8	+ 21.6
Family Clothing	+ 17.7	+ 24.5	+ 14.7	+ 16.6	+ 20.7	+ 12.2	+ 43.2	+ 15.5
Women's Clothing	+ 17.3	+ 17.9	+ 21.5	+ 25.0	+ 23.2	- 15.1	(a)	+ 2.1
Shoe	+ 22.6	+ 13.9	+ 23.9	+ 30.0	(a)	- 16.7	+ 21.7	+ 1.9
Hardware	+ 13.2	+ 20.3	+ 24.6	+ 23.1	+ 9.1	- 22.7	- 14.5	+ 13.0
Lumber & Building Material .	+ 11.2	+ 20.9	+ 33.3	+ 31.3	+ 7.6	- 13.1	- 17.5	- 15.7
Furniture	+ 9.7	(a)	+ 14.7	+ 13.7	+ 7.1	- 13.6	- 17.1	+ 10.5
Appliance & Radio	+ 22.7	+ 27.7	+ 26.4	+ 27.9	+ 13.9	(b)	+ 2.9	+ 6.3
Restaurant	+ 8.7	+ 17.3	+ 8.9	+ 16.6	+ 6.1	- 10.5	- 6.0	- 0.3
Coal & Wood	- 11.4	- 21.8	- 2.1	- 16.7	+ 13.6	+ 2.0	- 7.1	- 20.2
Drug	+ 12.3	+ 11.6	+ 14.7	+ 11.5	+ 10.4	+ 8.5	+ 11.2	+ 15.4
Jewellery	+ 10.2	- 6.5	+ 21.4	+ 13.9	+ 12.9	- 7.1	- 13.5	+ 5.9
Tobacco	+ 7.2	+ 16.7	+ 0.8	+ 9.0	+ 18.8	+ 17.6	(a)	+ 13.0
All Others	+ 16.5	+ 18.5	+ 24.2	+ 17.1	+ 29.3	- 16.3	+ 11.1	+ 11.7

(a) Unchanged

(b) not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to March, 1951 Over January to March, 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 18.6	+ 11.1	+ 13.7	+ 21.4	+ 20.3	+ 5.4	+ 18.1	+ 19.1
Grocery & Combination	+ 16.6	+ 11.9	+ 14.7	+ 21.1	+ 18.2	+ 8.2	+ 16.8	+ 9.1
Meat	+ 13.8	- 1.6	+ 15.5	+ 14.6	+ 18.6	+ 13.8	+ 14.2	+ 9.6
Country General	+ 13.5	+ 11.8	+ 18.1	+ 18.1	+ 7.6	+ 8.4	+ 6.9	+ 18.5
Department	+ 13.2	+ 4.1	+ 14.1	+ 12.9	+ 15.4	+ 1.2	+ 15.0	+ 18.2
Variety	+ 18.9	+ 14.6	+ 21.7	+ 19.1	+ 15.9	+ 5.1	+ 11.6	+ 24.4
Motor Vehicle	+ 42.0	+ 25.7	+ 30.4	+ 51.9	+ 56.3	+ 3.9	+ 48.4	+ 47.3
Garage & Filling Station ...	+ 17.3	+ 21.5	+ 15.2	+ 17.8	+ 12.5	+ 5.1	+ 9.2	+ 31.6
Men's Clothing	+ 16.2	+ 14.4	+ 24.1	+ 14.0	+ 18.5	+ 8.4	+ 1.2	+ 17.6
Family Clothing	+ 15.7	+ 12.2	+ 12.1	+ 16.9	+ 24.4	+ 10.7	+ 29.6	+ 22.2
Women's Clothing	+ 11.9	+ 8.7	+ 9.8	+ 17.2	+ 11.0	+ 4.5	+ 1.7	+ 4.0
Shoe	+ 18.4	+ 16.8	+ 25.0	+ 17.1	+ 12.8	- 3.4	+ 10.9	+ 11.2
Hardware	+ 17.8	+ 18.4	+ 24.0	+ 20.1	+ 17.6	- 8.3	+ 5.4	+ 25.1
Lumber & Building Material .	+ 22.6	+ 31.0	+ 37.3	+ 29.3	+ 26.3	+ 2.8	+ 11.1	+ 12.4
Furniture	+ 13.3	+ 3.0	+ 16.8	+ 13.0	+ 20.6	+ 12.5	+ 1.0	+ 22.8
Appliance & Radio	+ 22.6	+ 11.3	+ 27.5	+ 25.1	+ 17.3	(b)	+ 9.6	+ 23.2
Restaurant	+ 6.6	- 1.5	+ 2.8	+ 13.0	- 1.0	- 1.8	+ 4.3	+ 0.1
Coal & Wood	+ 2.7	- 4.2	+ 13.4	+ 5.3	- 2.7	- 2.4	- 31.9	- 24.6
Drug	+ 12.8	+ 14.1	+ 18.0	+ 10.7	+ 10.1	+ 14.1	+ 12.5	+ 12.1
Jewellery	+ 7.7	- 2.7	+ 8.0	+ 10.8	+ 9.8	- 8.0	- 2.1	+ 11.2
Tobacco	+ 5.0	+ 8.3	- 1.6	+ 8.0	+ 13.6	+ 14.3	+ 2.7	+ 5.4
All Others	+ 16.5	+ 17.4	+ 18.9	+ 15.9	+ 21.4	+ 9.2	+ 17.9	+ 14.1

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

FEBRUARY, 1951

(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA ^x	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	668,370	45,040	143,540	274,500	42,060	29,930	51,920	81,430
Grocery & Combination	115,770	9,570	33,120	48,830	4,820	3,600	5,640	10,200
Meat	14,280	410	4,160	5,090	460	500	1,170	2,540
Country General	31,770	4,410	7,070	6,960	2,080	4,690	4,110	2,570
Department	58,430	3,410	9,100	21,670	9,110	2,720	4,180	8,240
Variety	9,650	860	2,740	4,600	240	270	450	490
Motor Vehicle	133,640	6,740	18,500	60,030	9,390	4,650	11,140	23,190
Garage & Filling Station	37,130	2,260	7,340	17,830	1,790	1,620	2,280	4,010
Men's Clothing	9,490	700	2,160	4,420	470	270	510	970
Family Clothing	8,010	810	2,170	2,680	360	530	460	1,000
Women's Clothing	9,190	480	2,040	3,820	310	500	670	1,350
Shoe	5,210	320	1,810	2,240	120	100	170	460
Hardware	11,170	560	2,880	3,670	650	680	1,510	1,240
Lumber & Building Material	16,980	510	1,940	6,990	1,820	1,660	2,230	1,830
Furniture	10,630	430	2,740	5,080	300	220	670	1,190
Appliance & Radio	11,240	730	2,620	5,720	350	80	920	820
Restaurant	21,900	1,000	4,400	9,200	1,500	1,030	1,670	3,110
Coal & Wood	21,100	1,410	5,940	10,730	1,250	940	160	670
Drug	17,730	1,440	4,060	7,570	1,070	790	1,130	1,670
Jewellery	3,770	280	930	1,450	250	80	240	540
Tobacco	6,670	290	1,700	3,580	100	180	220	600
All Others	114,510	8,430	26,120	42,390	5,620	4,820	12,390	14,740

^x Canada totals do not include Newfoundland, North West Territories and Yukon figures.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

MARCH, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA ^x	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	814,360	57,480	189,880	329,320	49,590	32,800	59,890	95,380
Grocery & Combination	138,300	11,030	39,680	59,030	5,750	4,140	6,700	11,980
Meat	16,780	440	5,070	5,910	580	610	1,280	2,900
Country General	38,350	5,490	8,700	7,650	2,620	6,010	4,870	3,000
Department	72,590	4,800	12,550	26,610	10,800	3,210	5,180	9,440
Variety	14,440	1,360	4,410	6,780	330	320	580	660
Motor Vehicle	162,440	8,730	29,450	71,150	10,980	5,560	10,350	26,220
Garage & Filling Station	44,180	2,920	10,410	18,860	1,930	1,270	2,960	5,840
Men's Clothing	13,920	1,010	4,060	6,160	480	300	750	1,150
Family Clothing	11,630	1,290	3,780	3,870	410	590	640	1,040
Women's Clothing	14,970	800	4,270	5,960	490	510	980	1,970
Shoe	7,580	440	2,490	3,460	160	100	310	600
Hardware	13,020	730	3,390	4,640	640	680	1,520	1,420
Lumber & Building Material	18,650	450	2,500	8,360	1,830	1,300	2,040	2,160
Furniture	12,380	670	3,300	6,040	290	220	590	1,280
Appliance & Radio	14,280	1,530	4,100	6,330	420	(b)	830	770
Restaurant	26,330	1,280	5,390	11,020	1,840	1,120	2,190	3,490
Coal & Wood	17,220	1,260	4,530	8,450	1,290	820	130	730
Drug	18,500	1,480	3,870	8,100	1,180	830	1,140	1,900
Jewellery	4,900	400	1,390	1,840	330	80	280	580
Tobacco	7,270	320	2,040	3,740	110	200	180	680
All Others	146,630	11,050	34,500	55,360	7,130	4,640	16,390	17,570

x Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY - MARCH, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA ^x	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	2,154,650	150,220	479,060	877,540	133,620	94,350	165,190	254,730
Grocery & Combination	370,370	30,130	106,430	156,800	15,450	11,210	18,020	32,380
Meat	45,900	1,260	13,830	16,120	1,530	1,610	3,510	8,050
Country General	102,310	14,660	22,250	21,400	7,010	15,660	13,320	8,020
Department	189,290	11,600	30,740	70,610	28,790	8,470	13,410	25,670
Variety	33,710	3,060	9,980	16,010	800	830	1,440	1,580
Motor Vehicle	410,270	22,220	64,350	180,630	28,960	16,080	31,020	67,010
Garage & Filling Station	120,020	7,640	26,580	52,570	5,320	4,850	7,670	15,410
Men's Clothing	34,070	2,640	8,680	15,080	1,410	900	2,080	3,290
Family Clothing	29,380	3,140	8,340	10,130	1,240	1,680	1,570	3,270
Women's Clothing	35,350	1,880	8,700	14,610	1,190	1,570	2,580	4,810
Shoe	18,390	1,140	5,770	8,350	440	280	720	1,670
Hardware	36,130	1,940	9,290	12,620	1,840	1,970	4,620	3,920
Lumber & Building Material ...	55,420	1,410	6,760	23,960	5,920	4,460	6,740	6,160
Furniture	33,900	1,570	8,580	16,770	820	630	1,910	3,630
Appliance & Radio	36,490	2,930	9,320	17,660	1,130	480	2,690	2,260
Restaurant	72,830	3,060	14,940	30,550	4,880	3,270	6,290	9,850
Coal & Wood	60,720	4,220	16,250	30,420	4,210	2,830	500	2,290
Drug	53,350	4,240	11,800	23,030	3,300	2,440	3,300	5,250
Jewellery	12,820	990	3,300	4,950	860	310	810	1,600
Tobacco	20,620	880	5,500	10,840	310	560	650	1,880
All Others	383,260	29,640	87,670	144,430	18,210	14,260	42,340	46,730

x Canada totals do not include Newfoundland, North West Territories and Yukon figures.

DEPARTMENT STORE SALES AND STOCKS

March 1950 and March 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	March 1950	March 1951	Change, 1951/50	Feb. 28 1951	Stocks/Sales Ratio March 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, All Departments	67,344	72,594	+ 7.8	213,713	2.9
1. Women's and Misses' Dresses ...	2,804	2,895	+ 3.2	5,532	1.9
2. Women's and Misses' Coats and Suits	3,941	3,725	- 5.5	6,302	1.7
3. Women's and Misses' Sportswear.	1,580	1,712	+ 8.4	4,505	2.6
4. Furs	619	749	+ 21.0	3,679	4.9
5. Girls' and Infants' Wear	2,698	2,962	+ 9.8	7,867	2.7
6. Lingerie and Corsets	2,448	2,507	+ 2.4	7,439	3.0
7. Aprons, Housedresses & Uniforms	686	585	- 14.7	1,058	1.8
8. Millinery	892	1,103	+ 23.7	1,319	1.2
9. Hosiery & Apparel Accessories .	2,436	2,941	+ 20.7	7,694	2.6
10. Women's, Misses' & Children's Shoes	2,991	3,312	+ 10.7	12,511	3.8
11. Ladies' Apparel & Accessories, TOTAL 1 - 10	21,095	22,491	+ 6.6	57,906	2.6
12. Men's Clothing	2,508	2,922	+ 16.5	7,844	2.7
13. Men's Furnishings	2,375	2,474	+ 4.2	9,793	4.0
14. Boys' Clothing & Furnishings ..	1,936	2,118	+ 9.4	6,482	3.1
15. Men's and Boys' Shoes	1,069	1,161	+ 8.6	5,073	4.4
16. Food and Kindred Products	5,088	6,049	+ 18.9	5,780	1.0
17. Toiletries, Cosmetics, & Drugs.	1,508	1,619	+ 7.4	4,693	2.9
18. Photographic Equipment & Supplies	179	205	+ 14.5	934	4.6
19. Piece Goods	2,574	2,292	- 11.0	9,379	4.1
20. Linens and Domestic Goods	2,279	2,230	- 2.2	8,808	3.9
21. Smallwares	1,526	1,474	- 3.4	6,010	4.1
22. China and Glasswares	772	803	+ 4.0	5,820	7.2
23. Home Furnishings	4,531	4,772	+ 5.3	18,577	3.9
24. Furniture	3,888	4,012	+ 3.2	13,470	3.4
25. Major Appliances	2,691	3,374	+ 25.4	9,117	2.7
26. Radio and Music	965	1,037	+ 7.5	4,382	4.2
27. Hardware and Housewares	3,856	4,203	+ 9.0	13,414	3.2
28. Jewellery	1,066	1,206	+ 13.1	7,535	6.2
29. Sporting Goods and Luggage	1,468	1,575	+ 7.3	8,042	5.1
30. Stationery, Books and Magazines	948	1,003	+ 5.8	3,134	3.1
31. All Other Departments	5,022	5,574	+ 11.0	7,520	1.3

NOTE: Canada totals do not include Newfoundland figures.

Stock/Sales Ratios--are obtained by dividing Stocks at Selling Value
as at the beginning of the month by Sales made during the month.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, MARCH, 1951.
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	CANADA			MARITIME
Total, All Trades	814,360	143,920	670,440	57,480
Grocery & Combination	138,300	55,080	83,220	11,030
Meat	16,780	550	16,230	440
Country General	38,350	1,030	37,320	5,490
Department	72,590	-	72,590	4,800
Variety	14,440	12,500	1,940	1,360
Motor Vehicle	162,440	3,350	159,090	8,730
Garage & Filling Station	44,180	260	43,930	2,920
Men's Clothing	13,920	1,610	12,310	1,010
Family Clothing	11,630	2,200	9,430	1,290
Women's Clothing	14,970	3,020	11,960	800
Shoe	7,580	2,610	4,970	440
Hardware	13,020	(1)	(1)	730
Lumber & Building Material	18,650	2,740	15,910	450
Furniture	12,380	2,490	9,890	670
Appliance & Radio	14,280	2,370	11,910	1,530
Restaurant	26,330	1,780	24,550	1,280
Coal & Wood	17,220	(1)	(1)	1,260
Drug	18,500	2,480	16,010	1,480
Jewellery	4,900	1,920	2,980	400
Tobacco	7,270	1,400	5,870	320
All Others	146,630	45,330	101,300	11,050
	MANITOBA			SASKAT- CHEWAN
Total, All trades	49,590	6,300	43,290	32,800
Grocery & Combination	5,750	2,400	3,350	4,140
Meat	580	-	580	610
Country General	2,620	-	2,620	6,010
Department	10,800	-	10,800	3,210
Variety	330	330	-	320
Motor Vehicle	10,980	(1)	(1)	5,560
Garage & Filling Station	1,930	(1)	(1)	1,270
Men's Clothing	480	(1)	(1)	300
Family Clothing	410	50	350	590
Women's Clothing	490	130	360	510
Shoe	160	40	120	100
Hardware	640	(1)	(1)	680
Lumber & Building Material	1,830	290	1,540	1,300
Furniture	290	-	290	220
Appliance & Radio	420	(1)	(1)	290
Restaurant	1,840	120	1,730	1,120
Coal & Wood	1,290	-	1,290	820
Drug	1,180	(1)	(1)	830
Jewellery	330	(1)	(1)	80
Tobacco	110	(1)	(1)	200
All Others	7,130	2,020	5,110	4,640

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in totals. Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, MARCH, 1951.
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
PROVINCES			QUEBEC			ONTARIO	
10,690	46,790	189,880	30,080	159,800	329,320	68,780	260,540
1,940	9,090	39,680	10,850	28,830	59,030	31,170	27,860
-	1/40	5,070	-	5,070	5,910	480	5,430
210	5,280	8,700	320	8,380	7,650	270	7,380
-	4,800	12,550	-	12,550	26,610	-	26,610
1,210	150	4,410	3,440	970	6,780	6,100	680
(1)	(1)	29,450	(1)	(1)	71,150	(1)	(1)
(1)	(1)	10,410	(1)	(1)	18,860	(1)	(1)
(1)	(1)	4,060	160	3,890	6,160	1,110	5,060
(1)	(1)	3,780	880	2,900	3,870	570	3,300
80	710	4,270	690	3,580	5,960	1,440	4,520
(1)	(1)	2,490	730	1,770	3,460	1,510	1,950
(1)	(1)	3,390	(1)	(1)	4,640	(1)	(1)
-	450	2,500	-	2,500	8,360	(1)	(1)
(1)	(1)	3,300	1,010	2,290	6,040	870	5,170
(1)	(1)	4,100	1,020	3,080	6,330	860	5,470
(1)	(1)	5,390	530	4,860	11,020	810	10,200
-	1,260	4,530	-	4,530	8,450	(1)	(1)
130	1,340	3,870	250	3,620	8,100	1,300	6,810
(1)	(1)	1,390	(1)	(1)	1,840	810	1,030
(1)	(1)	2,040	430	1,610	3,740	(1)	(1)
4,690	6,360	34,500	8,400	26,100	55,360	19,270	36,090
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
4,830	27,970	59,890	8,190	51,700	95,380	15,040	80,340
(1)	(1)	6,700	(1)	(1)	11,980	4,960	7,020
(1)	(1)	1,280	-	1,280	2,900	(1)	(1)
(1)	(1)	4,870	(1)	(1)	3,000	(1)	(1)
-	3,210	5,180	-	5,180	9,440	-	9,440
310	10	580	520	60	660	590	60
(1)	(1)	10,350	(1)	(1)	26,220	(1)	(1)
-	1,270	2,960	-	2,960	5,840	(1)	(1)
(1)	(1)	750	(1)	(1)	1,150	(1)	(1)
270	320	640	(1)	(1)	1,040	(1)	(1)
90	420	980	180	800	1,970	410	1,560
(1)	(1)	310	70	240	600	120	480
-	680	1,520	(1)	(1)	1,420	(1)	(1)
670	640	2,040	1,010	1,030	2,160	(1)	(1)
(1)	(1)	590	-	590	1,280	430	850
70	230	830	150	680	770	130	650
(1)	(1)	2,190	30	2,170	3,490	250	3,240
-	820	130	-	130	730	-	730
(1)	(1)	1,140	160	980	1,900	530	1,360
(1)	(1)	280	(1)	(1)	580	(1)	(1)
(1)	(1)	180	(1)	(1)	680	(1)	(1)
1,800	2,840	16,390	2,840	13,550	17,570	6,320	11,250

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-March 1950 and January-to-March 1951

Department	SALES		
	Jan.-to-Mar. 1950	Jan.-to-Mar. 1951	% Change 1951/1950
	(\$000)	(\$000)	%
TOTAL, All Departments	167,297	189,240	+ 13.1
1. Women's and Misses' Dresses	6,368	6,697	+ 5.2
2. Women's and Misses' Coats and Suits.	6,405	6,634	+ 3.6
3. Women's and Misses' Sportswear	3,856	4,268	+ 10.7
4. Furs	2,715	3,103	+ 14.3
5. Girls' and Infants' Wear	5,421	6,099	+ 12.5
6. Lingerie and Corsets	6,352	6,934	+ 9.2
7. Aprons, Housedresses and Uniforms ..	1,537	1,483	- 3.5
8. Millinery	1,554	1,878	+ 20.8
9. Hosiery and Apparel Accessories	5,706	6,733	+ 18.0
10. Women's, Misses' & Children's Shoes.	6,142	6,956	+ 13.3
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	46,056	50,785	+ 10.3
12. Men's Clothing	5,824	7,003	+ 20.2
13. Men's Furnishings	6,110	6,578	+ 7.7
14. Boys' Clothing and Furnishings	3,807	4,292	+ 12.7
15. Men's and Boys' Shoes	2,429	2,862	+ 17.8
16. Food and Kindred Products	14,063	15,775	+ 12.2
17. Toiletries, Cosmetics, and Drugs ...	4,277	4,809	+ 12.4
18. Photographic Equipment and Supplies.	457	542	+ 18.6
19. Piece Goods	6,633	6,688	+ 0.8
20. Linens and Domestics	7,434	8,650	+ 16.4
21. Smallwares	4,495	4,755	+ 5.8
22. China and Glasswares	2,002	2,231	+ 11.4
23. Home Furnishings	11,260	13,037	+ 15.8
24. Furniture	11,514	12,478	+ 8.4
25. Major Appliances	6,796	9,579	+ 41.0
26. Radio and Music	2,747	3,248	+ 18.2
27. Hardware and Housewares	9,587	11,540	+ 20.4
28. Jewellery	2,836	3,317	+ 17.0
29. Sporting Goods and Luggage	3,270	3,880	+ 18.7
30. Stationery, Books and Magazines	2,743	2,871	+ 4.7
31. All Other Departments	12,957	14,320	+ 10.5

NOTE: Canada totals do not include Newfoundland figures.



Canada
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

MERCHANDISING FILE "R"
Government
Publications

UNIVERSITY OF TORONTO

DEPT. OF PRINTER

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

VOL. XXIII - No. 4
13



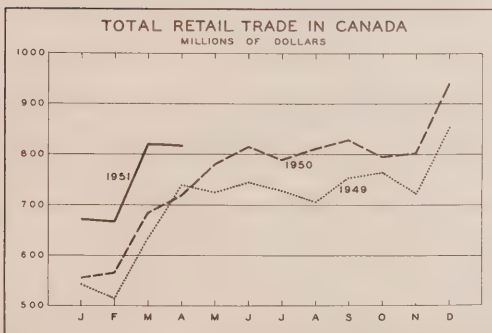
RETAIL TRADE

APRIL, 1951

Canada's retail trade was estimated to be \$817,430,000 in April 1951, an increase of 13% compared with the April 1950 total of \$719,214,500. This gain, though more moderate than those recorded in any of the first three months of 1951, contributed substantially toward the 17% increase in retail trade for the first four months this year over last. Sales to the end of April were \$2,979 millions in 1951 and \$2,525 millions in 1950.

Fourteen of the twenty trades reported increased sales volume in April 1951 compared with the same month a year ago, but only four had gains in excess of 20%. For the second successive month, motor vehicle dealers' sales reached a new all-time. Total sales of \$167 millions constituted a marked increase of 43% compared with April 1950 sales volume. Appliance and radio dealers also reported a large sales increase of 38%. Lumber and building material dealers and hardware store sales were up 22% and 21% respectively. Other sizeable increases were recorded by: country general stores, 14%; garages and filling stations, 12%; department stores, 11%; furniture stores, 10%.

Sales volume for six trades failed to reach April 1950



levels in April 1951. Four of these were in the apparel group, an 8% decline in shoe store sales being the largest. Variety store sales declined 3% and coal and wood dealers' sales, 11%. Easter buying occurred in April 1950 and in March 1951. All but one of the declines occurred in trades whose sales are usually stimulated by Easter shopping.

Gains of 20% in Manitoba and 18% in Alberta were the largest among the provincial results. Other provinces had increases ranging from 13% in Quebec to 8% in Saskatchewan.

Department store sales for April 1950 and 1951, and stocks for April 1951, are given in the table on Page 10. Total sales increased 11% in April this year compared with April a year ago. Most departments had increased sales, a 56% gain in major appliance sales being the largest. Five other departments had increases in excess of 20%. The value of department store stocks held at the beginning of April 1951 was \$240,355,000, 25% above their value on the same date in 1950 when they totalled \$192,968,000. Stock-sales ratios for each of the 31 departments are shown in the right hand column of the table on Page 10.

The following table gives estimates of chain office-and-store appliance dealers' sales, by provinces, for April 1950 and 1951:

Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>April 1950</u>	<u>April 1951</u>	<u>% Change</u> <u>April 1951/April 1950</u>
	\$'000	\$'000	
Canada	3,550	4,850	+ 36.6
Maritime Provinces	160	160	(a)
Quebec	850	1,180	+ 38.8
Ontario	1,720	2,460	+ 43.0
Manitoba	220	290	+ 31.8
Saskatchewan	70	90	+ 28.6
Alberta	200	260	+ 30.0
British Columbia	320	410	+ 28.1

(a) Unchanged

Year's subscription \$2.00

MONTHLY SALES APPAREL STORES

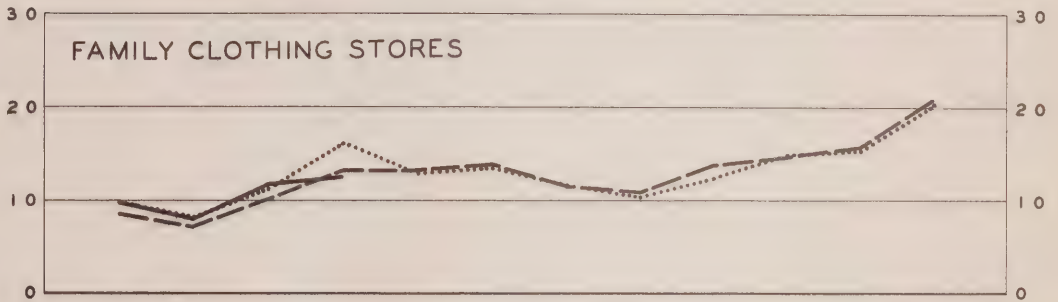
MILLION
DOLLARS
2 0

MILLION
DOLLARS
2 0

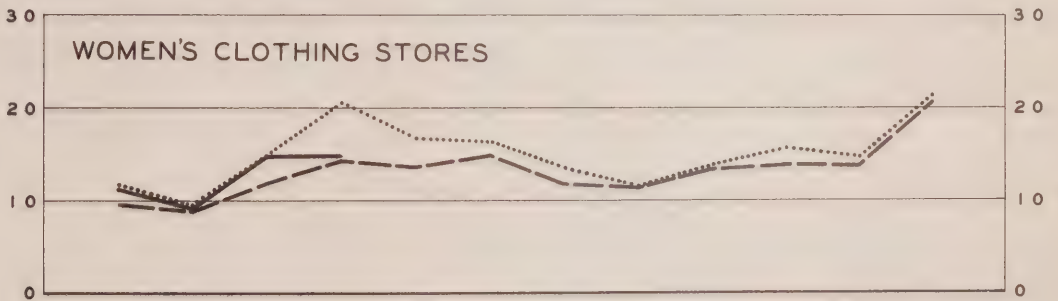
SHOE STORES



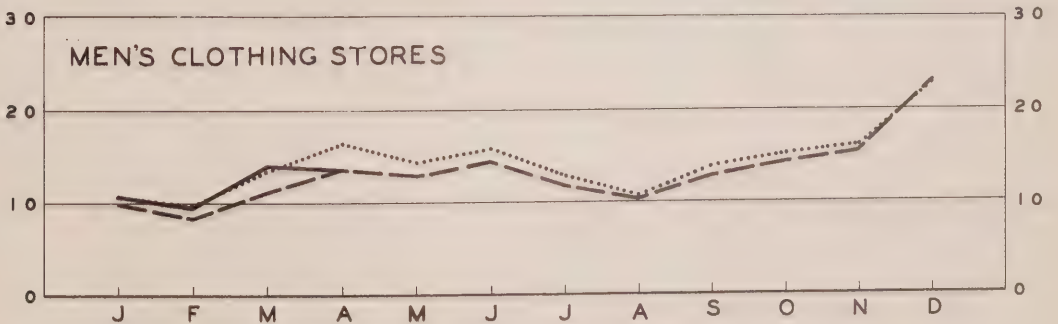
FAMILY CLOTHING STORES



WOMEN'S CLOTHING STORES



MEN'S CLOTHING STORES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April 1951 Over April 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 12.6	+ 9.7	+ 13.1	+ 11.7	+ 20.0	+ 8.3	+ 17.5	+ 11.7
Grocery & Combination	+ 9.3	+ 5.4	+ 7.1	+ 13.2	+ 10.5	+ 0.2	+ 13.5	+ 2.9
Meat	+ 5.3	+ 7.9	+ 12.6	- 0.4	(a)	- 1.6	+ 15.9	- 0.5
Country General	+ 13.7	+ 19.1	+ 21.6	+ 3.4	+ 15.2	+ 8.0	+ 12.0	+ 22.1
Department	+ 11.3	- 4.0	+ 9.5	+ 10.8	+ 17.8	+ 19.0	+ 16.6	+ 11.4
Variety	- 2.9	- 8.1	- 2.7	- 3.0	(a)	- 2.9	- 3.2	+ 7.0
Motor Vehicle	+ 43.2	+ 35.7	+ 57.8	+ 40.9	+ 36.5	+ 34.7	+ 48.8	+ 34.1
Garage & Filling Station ...	+ 11.5	+ 15.9	+ 9.2	+ 11.6	+ 16.7	- 4.7	+ 10.5	+ 24.0
Men's Clothing	- 2.9	- 2.5	- 5.2	+ 5.7	+ 6.5	+ 7.3	- 1.4	+ 6.9
Family Clothing	- 4.8	- 2.6	- 16.8	- 1.0	+ 10.5	+ 3.2	+ 13.0	+ 11.6
Women's Clothing	- 2.9	- 8.1	- 6.3	+ 1.0	+ 9.6	- 15.0	- 3.8	- 8.8
Shoe	- 8.0	- 7.1	- 5.7	- 11.9	- 11.1	(a)	+ 9.7	- 3.2
Hardware	+ 20.5	+ 14.6	+ 31.4	+ 20.8	+ 21.9	+ 7.6	+ 5.1	+ 29.6
Lumber & Building Material .	+ 22.0	+ 39.0	+ 32.3	+ 24.8	+ 50.0	+ 5.3	+ 12.2	+ 7.1
Furniture	+ 9.9	- 16.0	+ 16.3	+ 7.9	+ 15.4	+ 28.6	+ 11.8	+ 15.0
Appliance & Radio	+ 38.1	- 2.9	+ 57.1	+ 36.8	+ 14.3	(b)	+ 28.1	+ 22.1
Restaurant	+ 1.5	+ 5.2	+ 4.7	+ 2.8	(a)	- 8.5	- 2.0	- 1.1
Coal & Wood	- 11.0	+ 3.4	+ 7.0	- 18.4	- 9.1	+ 6.3	(a)	- 24.4
Drug	+ 3.9	+ 0.9	+ 7.6	+ 2.2	(a)	+ 4.7	+ 6.8	+ 7.7
Jewellery	+ 8.9	+ 4.0	- 11.8	+ 22.8	+ 12.5	+ 6.7	(a)	+ 20.0
Tobacco	+ 3.9	+ 16.0	- 5.7	+ 8.4	(b)	+ 5.6	- 2.9	+ 2.7
All Others	+ 5.6	+ 8.0	+ 5.3	+ 2.7	+ 25.7	- 0.1	+ 12.8	+ 6.9

(a) Unchanged

(b) Not available

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to April 1951 Over January to April 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 16.9	+ 10.7	+ 17.1	+ 18.7	+ 20.2	+ 6.3	+ 17.9	+ 17.0
Grocery & Combination	+ 14.7	+ 10.2	+ 12.6	+ 18.9	+ 16.5	+ 6.6	+ 16.0	+ 7.4
Meat	+ 11.6	+ 0.6	+ 14.7	+ 10.6	+ 13.3	+ 9.4	+ 14.7	+ 7.8
Country General	+ 13.5	+ 13.9	+ 19.0	+ 14.1	+ 9.5	+ 8.0	+ 8.1	+ 19.3
Department	+ 12.6	+ 1.5	+ 12.7	+ 12.3	+ 16.1	+ 6.1	+ 15.4	+ 16.3
Variety	+ 11.9	+ 8.0	+ 13.6	+ 12.1	+ 10.8	+ 2.6	+ 6.8	+ 19.0
Motor Vehicle	+ 42.5	+ 29.6	+ 38.1	+ 48.3	+ 52.8	+ 13.5	+ 48.8	+ 43.4
Garage & Filling Station ...	+ 15.8	+ 19.7	+ 14.0	+ 14.8	+ 19.0	+ 6.3	+ 9.5	+ 29.9
Men's Clothing	+ 10.4	+ 8.9	+ 15.5	+ 7.8	+ 14.9	+ 8.8	+ 0.4	+ 14.3
Family Clothing	+ 9.1	+ 7.2	+ 2.2	+ 11.9	+ 20.2	+ 8.4	+ 23.1	+ 18.4
Women's Clothing	+ 6.8	+ 2.5	+ 3.7	+ 11.7	+ 11.5	- 1.6	(a)	- 0.8
Shoe	+ 8.9	+ 9.9	+ 12.6	+ 7.0	+ 3.0	- 2.3	+ 10.5	+ 7.1
Hardware	+ 19.3	+ 17.6	+ 27.1	+ 21.1	+ 18.6	- 2.4	+ 6.4	+ 26.5
Lumber & Building Material .	+ 22.3	+ 30.6	+ 37.9	+ 27.5	+ 32.7	+ 4.0	+ 11.4	+ 9.9
Furniture	+ 12.7	- 3.3	+ 16.7	+ 12.3	+ 19.1	+ 17.4	+ 4.6	+ 20.4
Appliance & Radio	+ 25.5	+ 6.4	+ 37.5	+ 24.4	+ 19.2	(b)	+ 16.2	+ 23.7
Restaurant	+ 5.2	+ 0.6	+ 1.7	+ 10.3	- 0.5	- 3.4	+ 2.5	+ 0.6
Coal & Wood	+ 0.5	- 2.7	+ 12.5	+ 1.3	- 5.0	- 1.9	- 29.5	- 24.5
Drug	+ 10.5	+ 12.3	+ 15.3	+ 8.5	+ 7.2	+ 11.6	+ 11.1	+ 10.8
Jewellery	+ 7.5	- 1.0	+ 0.8	+ 12.5	+ 10.5	- 6.2	- 2.3	+ 16.9
Tobacco	+ 5.4	+ 10.3	- 2.6	+ 9.5	(b)	+ 11.9	+ 2.8	+ 3.6
All Others	+ 14.7	+ 15.1	+ 14.8	+ 15.7	+ 22.4	+ 5.6	+ 16.5	+ 11.6

(a) Unchanged

(b) Not available

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

MARCH, 1951

(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA ^x	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	821,300	57,970	190,070	333,370	51,090	33,460	60,120	95,190
Grocery & Combination	138,260	11,060	39,550	58,940	5,820	4,230	6,730	11,930
Meat	16,820	440	5,060	5,880	580	610	1,280	2,970
Country General	38,270	5,510	8,670	7,690	2,620	5,940	4,830	2,990
Department	72,570	4,800	12,550	26,590	10,800	3,210	5,130	9,440
Variety	14,470	1,400	4,410	6,780	330	320	580	660
Motor Vehicle	162,330	8,980	29,540	70,150	12,060	5,700	10,440	26,080
Garage & Filling Station	44,510	2,900	10,580	18,070	2,330	1,720	2,950	5,950
Men's Clothing	14,070	1,010	4,230	6,150	480	310	740	1,140
Family Clothing	11,770	1,290	3,860	3,940	400	590	620	1,060
Women's Clothing	14,770	780	4,220	5,860	510	520	980	1,900
Shoe	7,600	480	2,420	3,500	160	100	310	610
Hardware	13,310	740	3,490	4,760	630	680	1,590	1,420
Lumber & Building Material	18,590	420	2,630	8,230	1,860	1,330	2,040	2,080
Furniture	12,520	660	3,300	6,170	290	220	610	1,280
Appliance & Radio	13,700	1,520	4,180	5,580	460	(b)	870	790
Restaurant	26,240	1,310	5,060	11,080	1,870	1,140	2,180	3,590
Coal & Wood	17,390	1,270	4,630	8,690	1,230	810	130	730
Drug	18,430	1,480	3,840	8,080	1,170	830	1,150	1,890
Jewellery	4,810	390	1,340	1,760	330	70	270	650
Tobacco	7,440	320	2,040	3,920	110	200	190	660
All Others	152,830	11,210	34,570	61,550	7,050	4,640	16,450	17,370

x Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

APRIL, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA ^x	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	817,430	57,110	187,600	313,790	56,080	42,090	66,580	94,150
Grocery & Combination	126,510	10,270	35,960	52,970	5,340	3,790	6,420	10,750
Meat	15,380	440	5,020	5,030	530	560	1,290	2,510
Country General	39,080	5,540	9,010	7,240	2,770	6,410	5,140	2,970
Department	75,060	5,000	12,340	27,790	11,440	3,820	5,130	9,540
Variety	13,200	1,240	3,980	6,100	330	340	600	610
Motor Vehicle	166,900	10,620	32,380	63,770	14,180	8,470	13,740	23,740
Garage & Filling Station	45,780	3,100	10,200	18,790	2,390	2,860	2,880	5,550
Men's Clothing	13,560	1,080	3,670	5,610	690	420	910	1,130
Family Clothing	12,470	1,330	3,450	3,880	480	720	630	1,980
Women's Clothing	14,800	730	4,430	5,620	520	590	1,030	1,870
Shoe	8,550	560	2,980	3,550	240	150	390	680
Hardware	17,040	920	4,030	5,830	950	1,140	2,200	1,960
Lumber & Building Material	22,930	520	2,980	9,530	2,460	1,540	3,190	2,700
Furniture	13,170	660	3,350	6,260	290	310	770	1,520
Appliance & Radio	16,020	840	5,260	7,040	430	(b)	1,060	990
Restaurant	25,950	1,220	5,130	10,570	2,010	1,250	2,380	3,390
Coal & Wood	11,290	800	2,890	5,740	800	480	60	530
Drug	16,750	1,270	3,490	7,290	1,070	820	1,090	1,720
Jewellery	4,820	360	1,190	1,880	340	100	320	740
Tobacco	7,620	320	1,850	4,250	(b)	190	240	660
All Others	151,450	10,290	34,010	55,050	8,700	7,730	17,110	18,560

x Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

**ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, APRIL, 1951.**
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
CANADA				MARITIME
Total, All Trades	817,430	134,860	682,570	57,110
Grocery & Combination	125,510	48,090	77,420	10,270
Meat	15,380	470	14,910	440
Country General	39,080	1,090	38,000	5,540
Department	75,060	-	75,060	5,000
Variety	13,200	11,440	1,760	1,240
Motor Vehicle	166,900	3,280	163,620	10,620
Garage & Filling Station	45,780	260	45,520	3,100
Men's Clothing	13,560	1,580	11,980	1,080
Family Clothing	12,470	2,200	10,270	1,330
Women's Clothing	14,800	2,980	11,820	730
Shoe	8,550	2,630	5,920	560
Hardware	17,040	(1)	(1)	920
Lumber & Building Material ..	22,930	3,820	19,110	520
Furniture	13,170	2,580	10,590	660
Appliance & Radio	16,020	2,790	13,230	840
Restaurant	25,950	1,760	24,190	1,220
Coal & Wood	11,290	(1)	(1)	800
Drug	16,750	2,160	14,590	1,270
Jewellery	4,920	2,070	2,850	360
Tobacco	7,620	1,330	6,300	320
All Others	151,450	43,090	108,360	10,290
MANITOBA				SASKAT- CHEWAN
Total, All Trades	56,080	6,340	49,740	42,090
Grocery & Combination	5,340	2,110	3,230	3,790
Meat	530	-	530	560
Country General	2,770	-	2,770	6,410
Department	11,440	-	11,440	3,820
Variety	330	330	-	340
Motor Vehicle	14,180	(1)	(1)	8,470
Garage & Filling Station	2,390	(1)	(1)	2,860
Men's Clothing	690	(1)	(1)	420
Family Clothing	480	50	430	720
Women's Clothing	520	130	390	590
Shoe	240	40	190	150
Hardware	950	(1)	(1)	1,140
Lumber & Building Material ..	2,460	380	2,080	1,540
Furniture	290	-	290	310
Appliance & Radio	430	(1)	(1)	400
Restaurant	2,010	110	1,900	1,250
Coal & Wood	800	-	800	480
Drug	1,070	(1)	(1)	820
Jewellery	340	(1)	(1)	100
Tobacco	120	(1)	(1)	190
All Others	3,700	2,090	6,610	7,730

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in totals. Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, APRIL, 1951.
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
PROVINCES			QUEBEC			ONTARIO	
9,920	47,190	187,600	27,040	160,560	313,790	63,480	250,310
1,790	8,490	35,960	9,040	26,910	52,970	27,370	25,590
-	440	5,020	-	5,020	5,030	410	4,620
240	5,300	9,010	340	8,670	7,240	270	6,970
-	5,000	12,340	-	12,340	27,790	-	27,790
1,100	140	3,980	3,100	880	6,100	5,480	620
(1)	(1)	32,380	(1)	(1)	63,770	(1)	(1)
(1)	(1)	10,200	(1)	(1)	18,790	(1)	(1)
(1)	(1)	3,670	170	3,500	5,610	1,100	4,510
(1)	(1)	3,450	850	2,600	3,880	610	3,270
80	650	4,430	680	3,750	5,620	1,370	4,250
(1)	(1)	2,980	760	2,220	3,550	1,450	2,100
(1)	(1)	4,030	(1)	(1)	5,830	(1)	(1)
-	520	2,980	-	2,980	9,530	(1)	(1)
(1)	(1)	3,350	770	2,580	6,260	1,100	5,160
(1)	(1)	5,260	1,110	4,140	7,040	1,170	5,860
(1)	(1)	5,130	510	4,620	10,570	780	9,790
-	800	2,890	-	2,890	5,740	(1)	(1)
120	1,140	3,490	230	3,260	7,290	1,110	6,180
(1)	(1)	1,190	(1)	(1)	1,880	910	970
(1)	(1)	1,850	420	1,430	4,250	(1)	(1)
4,290	6,000	34,010	7,740	26,270	55,050	18,180	36,870
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
4,890	37,200	66,580	8,680	57,900	94,150	14,400	79,750
(1)	(1)	6,420	(1)	(1)	10,750	4,250	6,510
(1)	(1)	1,290	-	1,290	2,510	(1)	(1)
(1)	(1)	5,140	(1)	(1)	2,970	(1)	(1)
-	3,820	5,130	-	5,130	9,540	-	9,540
330	10	600	530	70	610	550	60
(1)	(1)	13,740	(1)	(1)	23,740	(1)	(1)
-	2,860	2,880	-	2,880	5,550	(1)	(1)
(1)	(1)	910	(1)	(1)	1,180	(1)	(1)
220	500	630	(1)	(1)	1,980	(1)	(1)
100	490	1,030	180	850	1,870	440	1,430
(1)	(1)	390	80	320	680	130	550
-	1,140	2,200	(1)	(1)	1,960	(1)	(1)
820	720	3,190	1,680	1,510	2,700	(1)	(1)
(1)	(1)	770	-	770	1,520	560	960
(b)	(b)	1,060	130	930	990	140	850
(1)	(1)	2,380	30	2,350	3,390	290	3,100
-	480	60	-	60	530	-	530
(1)	(1)	1,090	130	960	1,720	470	1,250
(1)	(1)	320	(1)	(1)	740	(1)	(1)
(1)	(1)	240	(1)	(1)	660	(1)	(1)
1,830	5,900	17,110	2,760	14,340	18,560	6,200	12,360

(b) Not available.

DEPARTMENT STORE SALES AND STOCKS

April 1950 and April 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	April 1950	April 1951	Change, 1951/50	March 31 1951	Stock/Sales Ratio April 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, All Departments	67,453	75,057	+ 11.3	240,355	3.2
1. Women's and Misses' Dresses ...	2,748	3,034	+ 10.4	6,336	2.1
2. Women's and Misses' Coats and Suits	4,155	3,990	- 4.0	6,247	1.6
3. Women's and Misses' Sportswear.	1,635	1,756	+ 7.4	5,463	3.1
4. Furs	394	495	+ 25.6	4,561	9.2
5. Girls' and Infants' Wear	2,886	3,023	+ 4.7	8,714	2.9
6. Lingerie and Corsets	2,301	2,553	+ 11.0	8,248	3.2
7. Aprons, Housedresses & Uniforms	557	628	+ 12.7	1,298	2.1
8. Millinery	1,098	956	- 12.9	1,393	1.5
9. Hosiery & Apparel Accessories .	2,945	2,925	- 0.7	8,833	3.0
10. Women's Misses' & Children's Shoes	3,346	3,581	+ 7.0	13,632	3.8
11. Ladies' Apparel & Accessories, TOTAL 1 - 10	22,065	22,941	+ 4.0	64,725	2.8
12. Men's Clothing	2,811	2,827	+ 0.6	8,719	3.1
13. Men's Furnishings	2,439	2,652	+ 8.7	11,311	4.3
14. Boys' Clothing & Furnishings ..	2,141	2,158	+ 0.8	6,867	3.2
15. Men's and Boys' Shoes	1,184	1,336	+ 12.8	5,417	4.1
16. Food and Kindred Products	4,716	4,749	+ 0.7	5,407	1.1
17. Toiletries, Cosmetics, & Drugs.	1,330	1,525	+ 14.7	4,961	3.3
18. Photographic Equipment & Supplies	185	186	+ 12.7	983	5.3
19. Piece Goods	1,971	2,121	+ 7.6	9,734	4.6
20. Linens and Domestics	1,797	2,202	+ 22.5	9,649	4.4
21. Smallwares	1,286	1,416	+ 10.1	6,450	4.6
22. China and Glassware	729	830	+ 13.9	6,255	7.5
23. Home Furnishings	4,550	5,358	+ 17.8	25,110	4.7
24. Furniture	3,733	4,275	+ 14.5	15,671	3.7
25. Major Appliances	2,713	4,239	+ 56.2	9,819	2.3
26. Radio and Music	746	932	+ 24.9	4,770	5.1
27. Hardware and Housewares	4,061	5,167	+ 27.2	14,580	2.8
28. Jewellery	1,000	1,209	+ 20.9	8,389	6.9
29. Sporting Goods and Luggage	1,912	2,165	+ 13.2	9,654	4.5
30. Stationery, Books & Magazines .	836	805	- 3.7	3,371	4.2
31. All Other Departments	5,268	5,964	+ 13.2	8,513	1.4

NOTE: Canada totals do not include Newfoundland figures.

Stock/Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

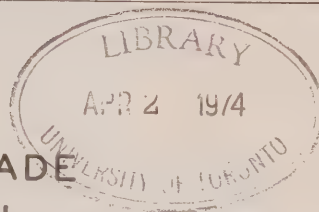


Canada
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

MERCHANDISING FILE 'B'
Government
Publications

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

VOL. XXIII - No. 5
10



RETAIL TRADE
MAY, 1951

A 13% increase in sales of Canada's retail stores raised the dollar volume of business to \$884,790,000 in May 1951 compared with the May 1950 total of \$780,200,000. This increase, similar to that for April, but a little short of the 19% gain recorded in the first quarter of 1951, keeps the course of consumer spending well above last year's level. Price increases, while they cannot be directly related to the sales gains which have occurred, account for much of the dollar volume expansion in sales. Sales to the end of May 1951 totalled \$3,861,310,000, some \$555 millions (or 17%) more than the January-to-May 1950 total of \$3,305,660,000.

TOTAL RETAIL TRADE IN CANADA

	<u>1950</u> \$'000	<u>1951</u> \$'000	<u>% Change</u> <u>1951/1950</u>
January	555,110	671,920	+ 21.0
February	565,350	668,370	+ 18.2
March	685,790	821,300	+ 19.8
April	719,210	814,930	+ 13.3
May	780,200	884,790	+ 13.4

All but three trades recorded gains in May 1951 compared with the same month last year. The 29% increase in motor vehicle



and 15% respectively. All trades in the apparel group reported

Prepared in Merchandising and Services Section

increased sales, ranging from 13% for men's clothing stores to 8% for family clothing stores. Other sizeable gains recorded were those for variety stores (14%), garages and filling stations (14%), hardware stores (13%), and lumber and building material dealers (11%).

Of the three declines in sales, the 10% decrease in furniture stores and the 7% decrease in appliance stores (compared with January-to-April increases of 13% and 26% respectively), may be attributed, in part at least, to credit regulation. Jewellery store sales dropped off 1%.

Sales were up by a marked 29% in Manitoba in May 1951 compared with May 1950. It should be noted that trade was adversely affected by flood conditions in the Red River valley in May last year, when sales were 6% below the May 1949 level. Saskatchewan had the second largest increase, a gain of 20%. Other increases, excepting the quite moderate 1% gain in the Maritime Provinces, ranged close to the overall increase of 13% for Canada.

A comparison of department store sales for May 1950 and 1951 and of stocks for May 1951 are given in the table on Page 10. Total sales were up 4% in May 1951 compared with May 1950, nineteen of the 31 departments having increased sales volume. The 19% increase for women's and misses' dresses and the 17% increase in fur sales were the largest. Stocks of merchandise held by department stores at the beginning of May 1951 were valued at \$239,018,000, 23% higher than stock holdings of \$194,640,000 on the same date a year ago.

The following table gives estimates of chain office-and-store appliance dealers' sales, by provinces, for May 1950 and 1951.

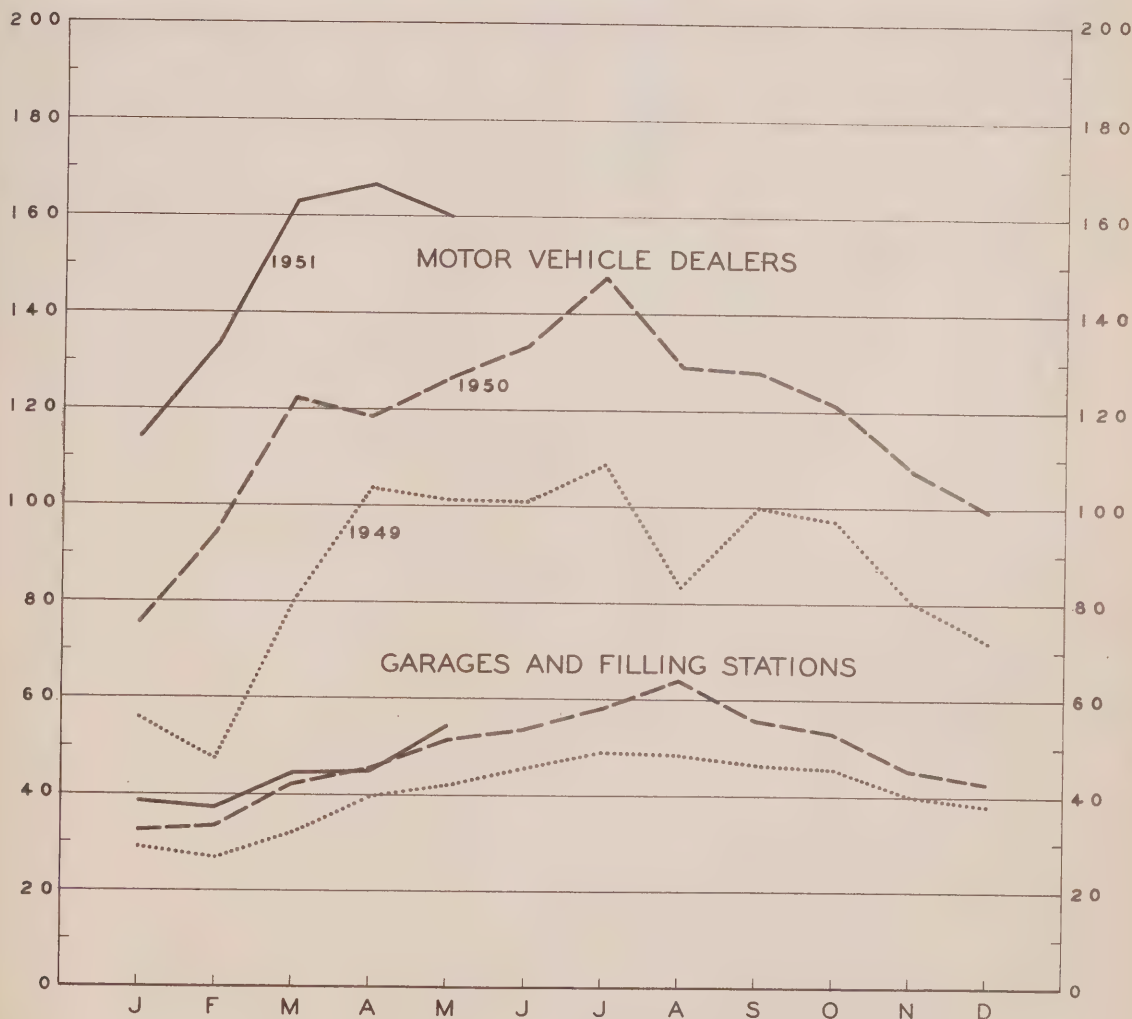
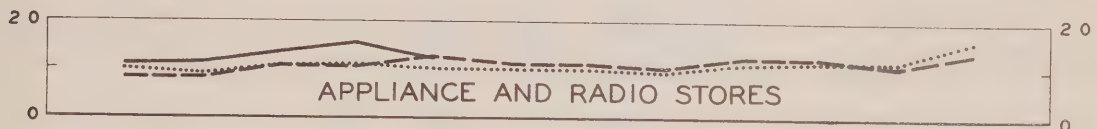
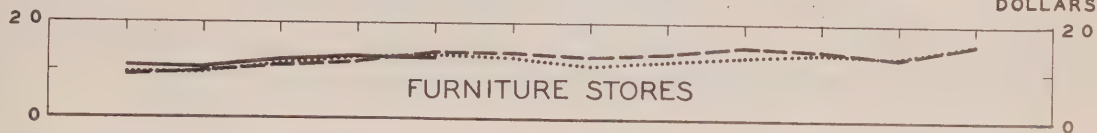
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>May 1950</u>	<u>May 1951</u>	<u>% Change</u> <u>May 1951/May 1950</u>
	\$'000	\$'000	
Canada	3,950	4,710	+ 19.2
Maritime Provinces	150	200	+ 33.3
Quebec	860	1,160	+ 34.9
Ontario	1,950	2,280	+ 16.9
Manitoba	200	300	+ 50.0
Saskatchewan	90	100	+ 11.1
Alberta	250	230	- 8.0
British Columbia	450	440	- 2.2

MONTHLY SALES FURNITURE - APPLIANCE - AUTOMOTIVE TRADES

MILLION
DOLLARS

MILLION
DOLLARS



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

May 1951 Over May 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 13.4	+ 1.4	+ 15.4	+ 11.7	+ 28.5	+ 20.2	+ 16.3	+ 10.1
Grocery & Combination	+ 17.8	+ 8.8	+ 16.6	+ 21.8	+ 20.9	+ 13.2	+ 19.5	+ 11.9
Meat	+ 15.0	+ 19.4	+ 25.2	+ 9.7	+ 5.3	+ 12.7	+ 15.2	+ 8.7
Country General	+ 15.8	+ 7.9	+ 18.1	+ 16.7	+ 30.2	+ 14.4	+ 9.0	+ 22.1
Department	+ 4.1	- 8.4	+ 7.0	- 0.7	+ 17.0	+ 19.2	+ 7.4	+ 3.4
Variety	+ 14.3	- 1.4	+ 17.7	+ 14.5	+ 30.0	+ 13.9	+ 11.7	+ 20.0
Motor Vehicle	+ 28.9	- 3.1	+ 45.9	+ 22.1	+ 41.4	+ 29.3	+ 55.8	+ 24.8
Garage & Filling Station	+ 13.7	+ 10.3	+ 13.3	+ 9.2	+ 31.3	+ 28.5	+ 16.0	+ 12.7
Men's Clothing	+ 12.5	- 11.0	+ 14.6	+ 14.1	+ 53.8	+ 10.8	+ 5.4	+ 13.3
Family Clothing	+ 7.5	+ 5.7	+ 0.9	+ 6.4	+ 26.8	+ 29.0	+ 33.9	+ 5.6
Women's Clothing	+ 9.2	- 1.1	+ 10.6	+ 11.9	+ 40.5	+ 7.5	+ 8.2	(a)
Shoe	+ 12.2	- 9.1	+ 21.8	+ 6.3	+ 29.2	+ 23.5	+ 26.3	+ 7.0
Hardware	+ 13.1	- 9.0	+ 21.6	+ 7.4	+ 23.6	+ 16.7	+ 22.4	+ 4.9
Lumber & Building Material ..	+ 11.0	- 6.0	+ 1.0	+ 10.5	+ 79.3	+ 6.7	+ 1.7	- 1.0
Furniture	- 9.8	- 27.6	- 7.6	- 11.0	- 3.8	+ 20.0	+ 4.6	- 9.7
Appliance & Radio	- 6.7	- 16.1	- 9.7	- 11.8	+ 22.2	(b)	+ 45.8	- 12.2
Restaurant	+ 6.8	+ 19.6	+ 1.7	+ 9.3	+ 8.4	+ 4.3	- 1.9	+ 9.1
Coal & Wood	+ 0.3	+ 5.5	- 2.6	+ 3.0	+ 8.9	- 8.8	- 11.1	- 20.0
Drug	+ 9.4	+ 5.5	+ 12.9	+ 9.1	+ 5.2	+ 10.1	+ 9.7	+ 9.4
Jewellery	- 1.4	- 5.1	- 4.5	+ 2.6	+ 19.2	(a)	- 16.7	- 3.1
Tobacco	+ 5.5	+ 20.7	- 2.0	+ 6.4	+ 10.0	+ 26.3	+ 7.7	+ 9.7
All Others	+ 10.0	+ 2.2	+ 9.4	+ 9.6	+ 30.2	+ 24.8	+ 7.8	+ 1.6

(a) Unchanged

(b) Not available

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to May 1951 Over January to May 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 16.8	+ 10.3	+ 16.4	+ 18.1	+ 23.3	+ 10.7	+ 17.2	+ 16.6
Grocery & Combination	+ 13.5	+ 9.7	+ 13.0	+ 19.1	+ 17.4	+ 8.6	+ 16.9	+ 8.2
Meat	+ 12.2	+ 4.4	+ 16.7	+ 10.4	+ 11.3	+ 11.2	+ 14.2	+ 8.9
Country General	+ 13.9	+ 12.3	+ 18.6	+ 15.0	+ 15.4	+ 9.4	+ 8.2	+ 19.5
Department	+ 10.6	- 1.2	+ 11.3	+ 9.1	+ 16.3	+ 9.1	+ 14.2	+ 13.3
Variety	+ 12.5	+ 5.5	+ 14.6	+ 12.7	+ 15.2	+ 5.3	+ 8.0	+ 19.2
Motor Vehicle	+ 39.8	+ 21.4	+ 41.2	+ 42.4	+ 48.4	+ 19.3	+ 49.0	+ 38.2
Garage & Filling Station	+ 15.0	+ 17.2	+ 13.4	+ 13.1	+ 20.3	+ 14.5	+ 10.9	+ 24.6
Men's Clothing	+ 11.0	+ 5.4	+ 15.1	+ 9.8	+ 21.7	+ 9.5	+ 2.3	+ 13.9
Family Clothing	+ 8.9	+ 7.0	+ 1.6	+ 10.4	+ 22.5	+ 11.6	+ 25.8	+ 14.6
Women's Clothing	+ 7.3	+ 0.9	+ 8.4	+ 11.0	+ 15.4	+ 3.5	+ 1.9	- 0.2
Shoe	+ 9.2	+ 1.7	+ 14.2	+ 6.6	+ 11.1	+ 4.9	+ 14.3	+ 8.0
Hardware	+ 17.3	+ 9.6	+ 25.9	+ 16.7	+ 19.8	+ 1.3	+ 10.9	+ 22.6
Lumber & Building Material ..	+ 19.6	+ 19.3	+ 24.3	+ 22.6	+ 45.8	+ 5.7	+ 9.4	+ 7.7
Furniture	+ 7.4	+ 11.0	+ 10.2	+ 6.8	+ 10.6	+ 18.0	+ 5.0	+ 13.2
Appliance & Radio	+ 17.2	+ 1.1	+ 23.6	+ 15.7	+ 19.1	(b)	+ 27.2	+ 13.2
Restaurant	+ 5.1	+ 5.0	+ 1.4	+ 10.3	+ 1.2	- 1.6	+ 1.6	+ 2.4
Coal & Wood	+ 1.3	- 1.4	+ 10.4	+ 1.5	- 3.8	- 2.4	- 28.1	- 22.7
Drug	+ 10.3	+ 11.3	+ 14.7	+ 8.6	+ 7.1	+ 11.4	+ 10.6	+ 10.5
Jewellery	+ 4.0	- 3.4	- 1.9	+ 9.0	+ 12.0	- 7.1	- 7.4	+ 11.9
Tobacco	+ 5.3	+ 13.1	- 2.0	+ 8.3	+ 12.5	+ 15.1	+ 3.5	+ 4.6
All Others	+ 13.4	+ 12.7	+ 13.4	+ 13.9	+ 23.1	+ 12.2	+ 13.5	+ 9.2

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

APRIL, 1951

(revised)

(in thousands of dollars)

Kind of Business or Store	* CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	814,930	57,130	187,750	313,280	55,010	42,610	66,020	93,250
Grocery & Combination	125,160	10,240	35,600	52,790	5,350	3,850	6,420	10,910
Meat	15,310	450	5,010	5,030	540	560	1,250	2,470
Country General	39,060	5,520	8,990	7,300	2,850	6,350	5,120	2,940
Department	75,210	4,990	12,340	27,840	11,440	3,820	5,240	9,540
Variety	13,200	1,240	3,980	6,100	330	340	600	610
Motor Vehicle	166,610	10,660	33,020	64,180	13,690	8,990	13,380	22,690
Garage & Filling Station	44,960	3,140	10,000	18,480	2,200	2,820	2,880	5,470
Men's Clothing	13,580	1,100	3,650	5,650	680	410	910	1,170
Family Clothing	12,490	1,330	3,470	3,890	480	720	630	1,990
Women's Clothing	15,310	730	4,960	5,430	520	690	1,060	1,910
Shoe	8,500	550	2,950	3,530	250	150	400	680
Hardware	17,140	920	4,100	5,820	950	1,100	2,200	2,060
Lumber & Building Material	23,090	520	2,930	9,600	2,510	1,570	3,270	2,700
Furniture	13,190	680	3,360	6,260	290	310	780	1,520
Appliance & Radio	15,680	830	5,140	6,840	430	(b)	1,080	980
Restaurant	25,920	1,190	5,050	10,670	2,010	1,240	2,370	3,400
Coal & Wood	11,380	790	2,900	5,800	790	480	60	560
Drug	16,680	1,280	3,460	7,280	1,070	810	1,080	1,720
Jewellery	4,660	340	1,150	1,770	320	90	280	710
Tobacco	7,590	320	1,870	4,190	(b)	190	240	660
All Others	150,210	10,310	33,820	54,830	8,190	7,730	16,770	18,560

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

MAY, 1951

(in thousands of dollars)

Kind of Business or Store	★ CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	884,790	60,840	206,340	334,110	57,610	58,140	69,610	98,200
Grocery & Combination	136,370	10,510	39,720	56,670	5,900	4,540	7,160	11,880
Meat	16,470	430	5,460	5,340	600	710	1,290	2,630
Country General	49,140	6,520	11,990	9,940	3,620	8,020	5,720	3,320
Department	76,610	5,670	13,450	28,280	10,830	4,040	4,910	9,430
Variety	15,820	1,450	5,060	7,180	390	410	670	660
Motor Vehicle	159,840	9,230	33,250	58,520	12,560	9,190	12,200	24,890
Garage & Filling Station	54,650	3,860	11,010	20,910	2,850	5,640	3,550	6,830
Men's Clothing	15,270	970	4,000	7,030	600	410	980	1,280
Family Clothing	13,910	1,670	4,340	4,330	520	980	750	1,330
Women's Clothing	16,240	880	4,810	6,100	520	720	1,190	2,030
Shoe	10,100	600	3,690	4,050	310	210	480	760
Hardware	21,370	1,010	5,740	7,380	1,100	1,470	2,950	1,720
Lumber & Building Material	29,560	630	4,100	11,820	3,640	2,860	3,640	2,870
Furniture	12,720	760	3,760	5,820	250	240	680	1,210
Appliance & Radio	12,340	990	3,620	5,210	330	(b)	1,050	860
Restaurant	29,330	1,340	5,450	12,290	2,330	1,460	2,520	3,960
Coal & Wood	10,720	770	2,660	5,810	610	310	80	480
Drug	17,770	1,350	3,770	7,710	1,210	870	1,130	1,740
Jewellery	4,950	370	1,280	1,940	310	130	300	630
Tobacco	7,720	350	1,940	4,130	110	240	280	680
All Others	173,890	11,480	37,240	65,650	9,020	15,410	18,080	19,010

★ Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, MAY, 1951.
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
CANADA				MARITIME
Total, All Trades	884,790	153,030	731,760	60,840
grocery & Combination	136,370	52,650	83,710	10,510
Meat	16,470	480	15,990	430
Country General	49,140	1,360	47,780	6,520
Department	76,610	-	76,610	5,670
Variety	15,820	13,670	2,150	1,450
Motor Vehicle	159,840	2,790	157,050	9,230
Garage & Filling Station	54,650	300	54,350	3,860
Men's Clothing	15,270	1,780	13,490	970
Family Clothing	13,910	2,600	11,300	1,670
Women's Clothing	16,240	3,600	12,650	880
Shoe	10,100	3,320	6,780	600
Hardware	21,370	(1)	(1)	1,010
Lumber & Building Material ..	29,560	5,950	23,620	630
Furniture	12,720	2,960	9,760	760
Appliance & Radio	12,340	2,140	10,210	990
Restaurant	29,330	1,850	27,490	1,340
Coal & Wood	10,720	(1)	(1)	770
Drug	17,770	2,310	15,460	1,350
Jewellery	4,950	1,830	3,120	370
Tobacco	7,720	1,340	6,390	350
All Others	173,890	50,650	123,240	11,480
MANITOBA				SASKAT- CHEWAN
Total, All Trades	57,610	7,210	50,400	58,140
Grocery & Combination	5,900	2,290	3,610	4,540
Meat	600	-	600	710
Country General	3,620	-	3,620	8,020
Department	10,830	-	10,830	4,040
Variety	390	390	-	410
Motor Vehicle	12,560	(1)	(1)	9,190
Garage & Filling Station	2,850	(1)	(1)	5,640
Men's Clothing	600	(1)	(1)	410
Family Clothing	520	60	450	980
Women's Clothing	520	150	370	720
Shoe	310	50	260	210
Hardware	1,100	(1)	(1)	1,470
Lumber & Building Material ..	3,640	870	2,770	2,860
Furniture	250	-	250	240
Appliance & Radio	330	(1)	(1)	280
Restaurant	2,330	110	2,220	1,460
Coal & Wood	610	-	610	310
Drug	1,210	(1)	(1)	870
Jewellery	310	(1)	(1)	130
Tobacco	110	(1)	(1)	240
All Others	9,020	2,310	6,710	15,410

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in totals. Any slight differences between the totals and their components are due to the rounding of the figures.

9

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, MAY, 1951.
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
PROVINCES			QUEBEC			ONTARIO	
10,980	49,860	206,340	32,140	174,200	334,110	70,570	263,540
1,840	8,670	39,720	10,570	29,150	56,670	29,120	27,550
-	430	5,460	-	5,460	5,340	430	4,910
280	6,240	11,990	450	11,540	9,940	370	9,570
-	5,670	13,450	-	13,450	28,280	-	28,280
1,290	160	5,060	3,950	1,110	7,180	6,460	720
(1)	(1)	33,250	(1)	(1)	58,520	(1)	(1)
(1)	(1)	11,010	(1)	(1)	20,910	(1)	(1)
(1)	(1)	4,000	240	3,770	7,030	1,220	5,800
(1)	(1)	4,340	1,050	3,290	4,330	710	3,620
90	790	4,810	830	3,980	6,100	1,630	4,470
(1)	(1)	3,690	940	2,750	4,050	1,870	2,180
(1)	(1)	5,740	(1)	(1)	7,380	(1)	(1)
-	630	4,100	-	4,100	11,820	(1)	(1)
(1)	(1)	3,760	1,440	2,320	5,820	990	4,830
(1)	(1)	3,620	700	2,910	5,210	800	4,410
(1)	(1)	5,450	530	4,910	12,290	850	11,440
-	770	2,660	-	2,660	5,810	(1)	(1)
130	1,220	3,770	240	3,530	7,710	1,240	6,470
(1)	(1)	1,280	(1)	(1)	1,940	780	1,160
(1)	(1)	1,940	420	1,520	4,130	(1)	(1)
5,320	6,160	37,240	9,310	27,930	63,650	21,270	42,380
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
6,760	51,380	69,610	9,540	60,070	98,200	15,850	82,350
(1)	(1)	7,160	(1)	(1)	11,880	4,850	7,030
(1)	(1)	1,290	-	1,290	2,630	(1)	(1)
(1)	(1)	5,720	(1)	(1)	3,320	(1)	(1)
-	4,040	4,910	-	4,910	9,430	-	9,430
400	10	670	590	70	660	600	60
(1)	(1)	12,200	(1)	(1)	24,890	(1)	(1)
-	5,640	3,550	-	3,550	6,830	(1)	(1)
(1)	(1)	980	(1)	(1)	1,280	(1)	(1)
260	720	750	(1)	(1)	1,330	(1)	(1)
120	600	1,190	200	990	2,030	570	1,460
(1)	(1)	480	80	390	760	170	580
-	1,470	2,950	(1)	(1)	1,720	(1)	(1)
1,690	1,170	3,640	1,860	1,790	2,870	(1)	(1)
(1)	(1)	680	-	680	1,210	370	840
(b)	(b)	1,050	170	880	860	140	720
(1)	(1)	2,520	40	2,480	3,960	290	3,670
-	310	80	-	80	480	-	480
(1)	(1)	1,130	130	1,000	1,740	480	1,260
(1)	(1)	300	(1)	(1)	630	(1)	(1)
(1)	(1)	280	(1)	(1)	680	(1)	(1)
2,220	13,180	18,080	3,150	14,930	19,010	7,070	11,940

(b) Not available.

DEPARTMENT STORES SALES AND STOCKS

May 1950 and May 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	May 1950 (\$000)	May 1951 (\$000)	Change 1951/50 %	April 30 1951 (\$000)	Stock/Sales Rat. May 1951
TOTAL, All Departments	73,581	76,613	+ 4.1	239,018	3.1
1. Women's and Misses' Dresses	3,311	3,926	+ 18.6	6,154	1.6
2. Women's and Misses' Coats and Suits.	2,761	2,536	- 8.1	5,199	2.1
3. Women's and Misses' Sportswear	1,991	2,187	+ 9.8	6,780	3.1
4. Furs	230	270	+ 17.4	4,609	17.1
5. Girls' and Infants' Wear	2,653	2,916	+ 9.9	8,687	3.0
6. Lingerie and Corsets	2,785	2,981	+ 7.0	8,416	2.8
7. Aprons, Housedresses and Uniforms ..	825	777	- 5.8	1,441	1.9
8. Millinery	790	850	+ 7.6	1,098	1.3
9. Hosiery and Apparel Accessories	2,868	3,048	+ 6.3	8,519	2.8
10. Women's, Misses' and Children's Shoes	3,721	4,205	+ 13.0	13,021	3.1
11. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	21,935	23,696	+ 8.0	63,924	2.7
12. Men's Clothing	2,526	2,568	+ 1.7	8,269	3.2
13. Men's Furnishings	2,812	3,148	+ 11.9	12,029	3.8
14. Boys' Clothing and Furnishings	1,868	1,976	+ 5.8	6,862	3.5
15. Men's and Boys' Shoes	1,339	1,475	+ 10.2	5,168	3.5
16. Food and Kindred Products	4,572	4,896	+ 7.1	5,124	1.0
17. Toiletries, Cosmetics, and Drugs ...	1,484	1,622	+ 9.3	4,992	3.1
18. Photographic Equipment and Supplies.	186	206	+ 10.8	1,005	4.9
19. Piece Goods	2,042	2,038	(a)	9,641	4.7
20. Linens and Domestic Goods	2,375	2,302	- 3.1	9,912	4.3
21. Smallwares	1,443	1,382	- 4.2	6,529	4.7
22. China and Glassware	888	946	+ 6.5	6,455	6.8
23. Home Furnishings	5,404	5,618	+ 4.0	23,157	4.1
24. Furniture	5,103	4,730	- 7.3	15,879	3.4
25. Major Appliances	3,230	2,582	- 20.1	9,467	3.7
26. Radio and Music	750	729	- 2.8	4,857	6.7
27. Hardware and Housewares	5,450	5,776	+ 6.0	15,049	2.6
28. Jewellery	1,130	1,325	+ 17.3	8,741	6.6
29. Sporting Goods and Luggage	2,477	2,459	- 0.7	10,126	4.1
30. Stationery, Books and Magazines	864	778	- 10.0	3,483	4.5
31. All Other Departments	5,703	6,361	+ 11.5	8,349	1.3

NOTE: Canada totals do not include Newfoundland figures.

(a) Change of less than .05 per cent.

Stock Sales Ratio - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

Publications

UNIVERSITY OF TORONTO

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

DEPT. OF POLITICAL ECONOMY

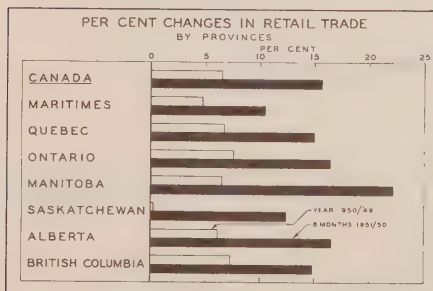
Vol. XXIII - No. 6
15RETAIL TRADE
JUNE, 1951

Canadian retailers did a total volume of business amounting to \$905,000,000 in June 1951, the highest monthly total in the first half of the year and 11% above sales of \$815,730,000 in June 1950. The June sales increase, however, was the smallest for any of the first six months and compares with an average gain of 16% for the first half of this year over last.

TOTAL RETAIL TRADE IN CANADA

<u>Month</u>	<u>1950</u> \$'000	<u>1951</u> \$'000	<u>% Change</u> <u>1951/1950</u>
January	555,110	671,920	+ 21.0
February	565,350	668,370	+ 18.2
March	685,790	821,300	+ 19.8
April	719,210	814,930	+ 13.3
May	780,200	885,260	+ 13.5
June	<u>815,730</u>	<u>905,000</u>	<u>+ 10.9</u>
TOTAL	4,121,390	4,766,780	+ 15.7

Heading the list of June sales increases were grocery and combination stores, meat stores and motor vehicle dealers, all with gains of 17%. Others which had above-average gains were country general stores, variety stores, women's clothing stores and tobacconists.



Furniture stores and appliance and radio dealers, both of which experienced curtailment of sales volume in May as a result of credit regulation, reported sales lower by 3% and 15% respectively in June. Lumber and building materials dealers also reported a slight falling off in sales compared

with June a year ago, the first in many months.

Trade remained above the 1950 level in all parts of the country, with gains in the Prairie Provinces a little higher than those recorded elsewhere.

The analysis of department store sales and stocks given on Page 9 shows sales for that trade up by only one-half of one per cent from June 1950. There were sharp decreases in a number of women's apparel departments and in the sale of major appliances. Only two departments, toiletries and photographic, showed marked sales improvement.

Department store stocks at the beginning of June were 24% above those held on the same date of the previous year.

A summary of department store sales figures for the first six months of the year appears on Page 12.

Following is a review of sales estimates of chain office-and-store appliance dealers' sales, by provinces, for June 1950 and 1951.

Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>June 1950</u>	<u>June 1951</u>	<u>% Change</u> <u>June 1951/June 1950</u>
	<u>\$'000</u>	<u>\$'000</u>	
CANADA	3,830	4,740	+ 23.8
Maritime Provinces	190	190	(a)
Quebec	940	1,060	+ 12.8
Ontario	1,910	2,500	+ 30.9
Manitoba	230	240	+ 4.3
Saskatchewan	90	110	+ 22.2
Alberta	180	240	+ 33.3
British Columbia	290	400	+ 37.9

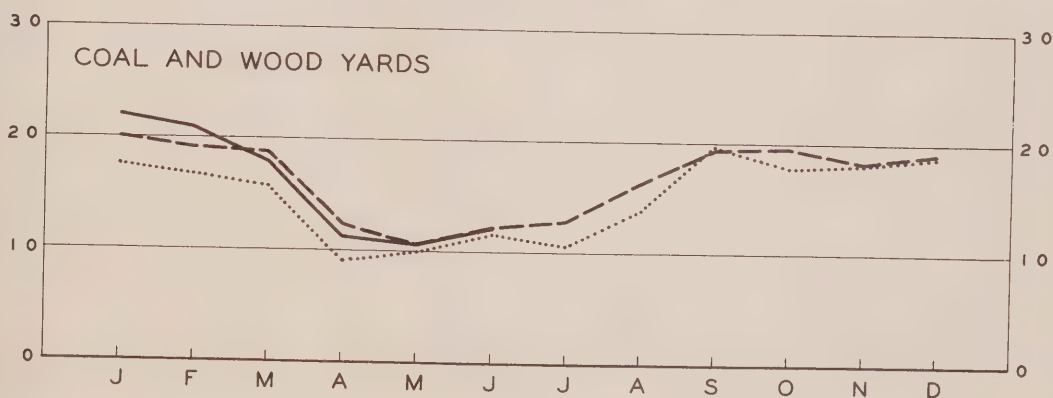
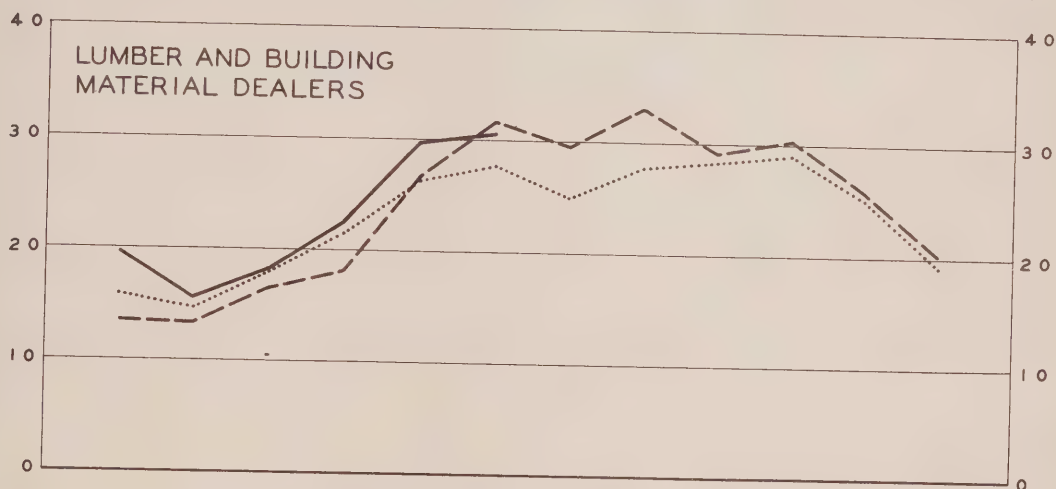
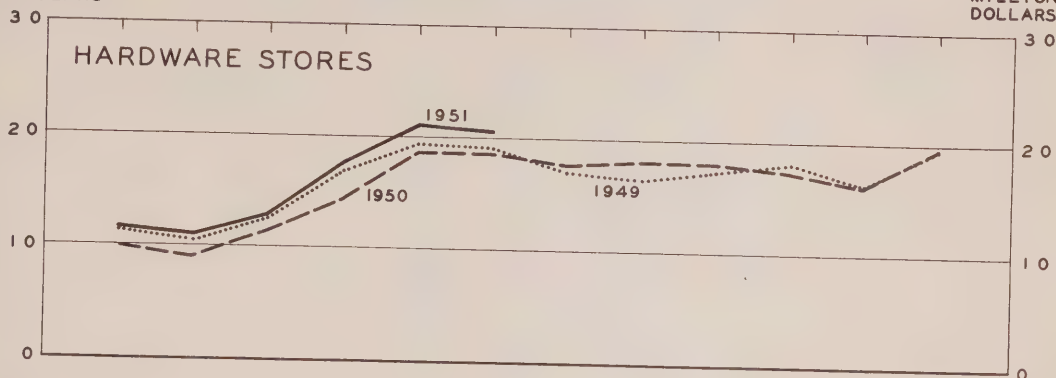
(a) Unchanged.

Year's subscription \$2.00

MONTHLY SALES HARDWARE—BUILDING MATERIALS—FUEL

MILLION
DOLLARS

MILLION
DOLLARS



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

June 1951 Over June 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+ 10.9	+ 10.5	+ 10.2	+ 10.1	+ 14.6	+ 15.9	+ 14.8	+ 8.5
Grocery & Combination	+ 16.9	+ 11.3	+ 15.8	+ 20.3	+ 13.4	+ 9.9	+ 21.1	+ 11.7
Meat	+ 16.9	+ 17.9	+ 24.8	+ 15.0	+ 4.9	+ 25.4	+ 13.0	+ 9.6
Country General	+ 14.9	+ 12.2	+ 15.1	+ 15.9	+ 26.7	+ 11.4	+ 13.7	+ 16.3
Department	+ 0.5	- 5.5	- 0.5	- 4.2	+ 4.4	+ 15.6	+ 11.1	+ 4.0
Variety	+ 14.5	+ 12.6	+ 16.4	+ 11.8	+ 17.1	+ 15.8	+ 13.6	+ 30.4
Motor Vehicle	+ 17.1	+ 31.4	+ 19.3	+ 13.1	+ 23.8	+ 31.3	+ 17.7	+ 10.8
Garage & Filling Station	+ 7.4	+ 3.4	+ 10.0	+ 5.0	+ 2.0	- 3.3	+ 26.8	+ 16.2
Men's Clothing	+ 11.0	(a)	+ 1.2	+ 18.4	+ 24.5	+ 16.7	+ 15.5	+ 2.2
Family Clothing	+ 6.8	+ 17.3	- 0.4	+ 5.1	+ 15.9	+ 19.8	+ 16.9	+ 9.0
Women's Clothing	+ 13.1	+ 10.6	+ 24.5	+ 9.6	+ 5.9	+ 1.6	+ 10.4	+ 3.3
Shoe	+ 6.4	+ 5.7	+ 9.0	+ 6.2	- 8.8	+ 5.3	- 7.5	+ 10.8
Hardware	+ 8.3	- 2.0	+ 2.6	+ 3.0	+ 37.3	+ 11.4	+ 24.8	+ 7.6
Lumber & Building Material ..	- 3.7	- 11.8	- 11.1	- 6.7	+ 9.3	+ 2.2	- 1.1	- 3.5
Furniture	- 3.2	+ 10.2	- 2.6	- 6.1	+ 15.9	+ 32.0	+ 1.6	- 11.0
Appliance & Radio	- 14.7	- 4.0	- 30.0	- 15.3	- 9.1	(b)	+ 37.7	- 28.7
Restaurant	+ 6.7	+ 2.5	+ 1.2	+ 5.6	+ 7.8	+ 8.5	+ 9.2	+ 16.4
Coal & Wood	+ 1.6	+ 11.9	+ 3.2	- 1.5	(b)	- 8.1	(a)	- 29.2
Drug	+ 9.9	+ 10.4	+ 6.6	+ 11.6	+ 5.5	+ 15.4	+ 10.8	+ 7.3
Jewellery	+ 5.7	- 2.1	+ 11.4	+ 7.1	+ 2.9	+ 6.7	- 8.3	+ 1.3
Tobacco	+ 12.4	+ 15.4	+ 4.5	+ 16.1	+ 20.0	+ 10.0	+ 20.8	+ 6.2
All Others	+ 13.2	+ 9.8	+ 9.3	+ 15.0	+ 19.8	+ 25.4	+ 15.1	+ 7.4

(a) Unchanged. (b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

5.

(Without Adjustment for Price Changes)

January to June 1951 Over January to June 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
Total, All Trades	+15.7	+10.4	+15.0	+16.5	+22.2	+12.4	+16.6	+14.8
Grocery & Combination	+15.3	+ 9.9	+13.5	+19.3	+16.8	+ 8.9	+17.4	+ 8.8
Meat	+13.2	+ 6.1	+18.3	+11.5	+ 9.7	+14.1	+14.0	+ 8.9
Country General	+14.2	+12.4	+17.8	+14.9	+18.1	+10.5	+ 9.4	+18.8
Department	+ 8.8	= 2.0	+ 9.2	+ 6.7	+14.1	+10.2	+13.7	+11.6
Variety	+13.0	+ 7.8	+15.0	+12.4	+15.6	+ 7.4	+ 8.8	+21.4
Motor Vehicle	+35.4	+23.4	+35.5	+37.1	+46.8	+23.8	+42.0	+31.7
Garage & Filling Station	+13.1	+13.9	+12.4	+11.0	+15.9	+ 8.6	+14.3	+22.6
Men's Clothing	+10.6	+ 4.3	+11.3	+11.2	+20.8	+11.0	+ 5.4	+11.4
Family Clothing	+ 8.7	+ 8.4	+ 1.9	+ 9.3	+23.0	+13.5	+23.8	+13.5
Women's Clothing	+ 8.6	+ 3.7	+12.7	+10.4	+13.4	+ 3.1	+ 3.9	+ 0.3
Shoe	+ 8.3	+ 3.0	+13.0	+ 6.4	+ 5.6	+ 5.0	+ 3.9	+ 8.0
Hardware	+15.1	+ 6.6	+20.2	+13.4	+24.6	+ 3.9	+13.6	+19.4
Lumber & Building Material ..	+13.6	+11.8	+14.4	+15.2	+34.9	+ 4.9	+ 6.3	+ 5.5
Furniture	+ 5.4	= 7.6	+ 7.4	+ 4.5	+13.8	+20.8	+ 4.1	+ 8.5
Appliance & Radio	+11.7	(a)	+15.1	+10.4	+13.8	(b)	+27.5	+ 3.2
Restaurant	+ 5.6	+ 4.6	+ 1.9	+ 9.5	+ 2.3	- 0.1	+ 4.8	+ 4.3
Coal & Wood	+ 1.3	= 0.2	+ 9.4	+ 1.0	+ 1.4	- 2.9	-26.3	-23.4
Drug	+10.3	+11.2	+13.4	+ 9.2	+ 6.5	+11.9	+10.5	+ 9.9
Jewellery	+ 3.9	= 3.2	+ 0.1	+ 7.7	+10.1	- 4.2	- 7.6	+ 9.6
Tobacco	+ 6.7	+13.5	= 0.7	+ 9.9	+13.8	+14.2	+ 6.5	+ 5.1
All Others	+13.4	+12.1	+11.9	+14.3	+21.7	+16.2	+14.2	+ 9.0

(a) Unchanged

(b) Not available

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

MAY, 1951

(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	885,260	60,870	204,200	334,850	59,130	59,430	69,310	97,490
Grocery & Combination	135,930	10,460	39,670	56,440	5,940	4,550	7,050	11,820
Meat	16,570	420	5,500	5,430	600	710	1,290	2,610
Country General	49,290	6,560	11,920	9,820	3,670	8,270	5,740	3,310
Department	76,580	5,670	13,450	28,250	10,830	4,040	4,910	9,430
Variety	15,860	1,510	5,060	7,160	390	410	660	660
Motor Vehicle	160,910	9,310	31,970	59,530	14,230	9,870	11,570	24,430
Garage & Filling Station	53,820	3,790	10,860	20,550	2,860	5,470	3,600	6,710
Men's Clothing	15,000	970	3,870	6,920	560	410	1,000	1,280
Family Clothing	14,060	1,620	4,480	4,330	560	990	750	1,330
Women's Clothing	16,330	910	4,960	6,010	520	720	1,210	2,010
Shoe	10,000	610	3,710	4,030	310	210	380	740
Hardware	21,260	990	5,660	7,370	1,130	1,480	2,920	1,720
Lumber & Building Material	29,620	630	4,120	11,830	3,620	2,880	3,610	2,920
Furniture	12,800	770	3,750	5,870	280	240	670	1,210
Appliance & Radio	12,480	990	3,910	5,200	320	(b)	1,000	750
Restaurant	29,680	1,340	5,610	12,370	2,320	1,430	2,760	3,850
Coal & Wood	10,680	770	2,630	5,800	610	310	80	480
Drug	17,770	1,350	3,770	7,750	1,190	860	1,120	1,730
Jewellery	4,830	370	1,240	1,850	310	130	300	630
Tobacco	7,770	350	1,960	4,150	110	240	280	690
All Others	174,020	11,480	36,100	64,190	8,770	15,900	18,410	19,180

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JUNE, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA ^x	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	905,000	63,070	205,230	349,020	58,420	56,270	70,350	102,620
Grocery, & Combination	148,980	11,340	43,520	62,580	6,020	4,990	7,750	12,780
Meat	17,600	460	5,730	5,840	850	840	1,130	2,750
Country General	49,640	6,360	10,820	10,120	3,800	8,720	6,380	3,420
Department	69,530	4,790	11,300	25,060	10,490	3,700	4,910	9,280
Variety	16,580	1,610	5,170	7,470	410	440	750	730
Motor Vehicle	156,620	10,200	29,420	58,220	12,360	10,790	9,720	25,900
Garage & Filling Station	55,530	3,380	11,900	22,680	3,000	4,430	3,830	6,320
Men's Clothing	16,820	1,130	4,150	7,850	660	490	1,120	1,410
Family Clothing	14,330	1,760	4,450	4,320	510	970	760	1,570
Women's Clothing	17,920	1,040	6,090	6,160	540	640	1,270	2,190
Shoe	10,810	740	3,770	4,600	310	200	370	820
Hardware	20,710	960	4,660	7,270	1,400	1,560	3,020	1,830
Lumber & Building Material	30,780	600	3,930	11,680	3,000	3,240	4,540	3,020
Furniture	12,990	650	3,820	5,840	510	330	640	1,210
Appliance & Radio	10,030	1,210	2,380	4,330	300	(b)	840	570
Restaurant	30,190	1,230	5,770	12,600	2,070	1,540	2,730	4,250
Coal & Wood	12,530	660	2,910	7,350	(b)	340	60	340
Drug	18,020	1,380	3,550	7,980	1,160	1,050	1,130	1,760
Jewellery	5,750	460	1,560	2,110	360	160	330	760
Tobacco	8,550	300	2,090	4,840	120	220	290	690
All Others	181,090	12,810	38,240	70,120	8,910	11,220	18,780	21,020

^x Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

89

JANUARY - JUNE, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA [*]	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	4,766,780	331,780	1,076,430	1,878,740	307,680	253,320	371,100	547,900
Grocery & Combination	780,400	62,170	225,090	328,520	32,830	24,690	39,270	67,840
Meat	95,420	2,590	30,060	32,390	3,520	3,720	7,180	15,950
Country General	240,220	33,120	53,950	48,680	17,330	38,930	30,520	17,680
Department	410,590	27,050	67,830	151,740	61,550	20,030	28,470	53,920
Variety	79,380	7,460	24,190	36,740	1,930	2,020	3,450	3,580
Motor Vehicle	894,900	52,640	158,850	361,560	70,320	45,870	65,780	139,890
Garage & Filling Station	274,660	17,930	59,510	113,490	13,780	18,020	17,970	34,020
Men's Clothing	79,620	5,840	20,520	35,490	3,310	2,220	5,100	7,140
Family Clothing	70,400	7,850	20,820	22,740	2,780	4,360	3,690	8,180
Women's Clothing	84,710	4,540	24,660	32,110	2,790	3,630	6,120	10,850
Shoe	47,720	3,080	16,130	20,550	1,310	840	1,870	3,920
Hardware	95,580	4,820	23,810	33,200	5,310	6,110	12,830	9,530
Lumber & Building Material	138,850	3,130	17,870	56,940	15,850	12,180	18,160	14,720
Furniture	73,020	3,660	19,510	34,870	1,900	1,510	4,020	7,570
Appliance & Radio	74,100	5,950	20,830	33,280	2,220	1,580	4,580	4,580
Restaurant	158,530	6,850	31,040	66,250	11,310	7,500	14,140	21,450
Coal & Wood	95,480	6,450	24,690	49,610	6,420	3,950	700	3,670
Drug	105,750	8,250	22,550	46,020	6,710	5,160	6,640	10,450
Jewellery	27,970	2,150	7,200	10,600	1,850	680	1,710	3,770
Tobacco	44,700	1,850	11,420	24,200	660	1,210	1,470	3,900
All Others	894,780	64,400	195,900	339,760	44,000	49,110	96,360	105,290

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

DEPARTMENT STORE SALES AND STOCKS

June 1950 and June 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	June 1950 (\$000)	June 1951 (\$000)	% Change 1951/50	May 31 1951 (\$000)	Stock/Sales Ratio June 1951
TOTAL All Departments	69,170	69,530	+ 0.5	235,230	3.4
1. Women's and Misses' Dresses	3,630	3,600	- 0.8	5,150	1.4
2. Women's and Misses' Coats and Suits.	1,300	1,100	- 15.4	3,840	3.5
3. Women's and Misses' Sportswear	2,110	2,230	+ 5.7	5,730	2.6
4. Furs	160	140	- 12.5	4,680	33.4
5. Girls' and Infants' Wear	2,350	2,460	+ 4.7	8,350	3.4
6. Lingerie and Corsets	2,760	2,770	+ 0.4	7,770	2.8
7. Aprons, Housedresses and Uniforms ..	980	800	- 18.4	1,420	1.8
8. Millinery	590	580	- 1.7	970	1.7
9. Hosiery and Apparel Accessories	2,430	2,600	+ 7.0	8,070	3.1
10. Women's, Misses' and Children's Shoes	3,470	3,470	(a)	12,590	3.6
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	19,780	19,750	- 0.2	58,570	3.0
12. Men's Clothing	2,480	2,450	- 1.2	9,190	3.8
13. Men's Furnishings	3,400	3,460	+ 1.8	11,920	3.4
14. Boys' Clothing and Furnishings	1,600	1,590	- 0.6	6,870	4.3
15. Men's and Boys' Shoes	1,300	1,380	+ 6.2	5,110	3.7
16. Food and Kindred Products	4,330	4,660	+ 7.6	5,030	1.1
17. Toiletries, Cosmetics, and Drugs ...	1,510	1,690	+ 11.9	4,900	2.9
18. Photographic Equipment and Supplies.	220	250	+ 13.6	1,000	4.0
19. Piece Goods	1,890	1,820	- 3.7	9,530	5.2
20. Linens and Domestic Goods	2,290	2,370	+ 3.5	9,920	4.2
21. Smallwares	1,340	1,350	+ 0.7	6,330	4.7
22. China and Glassware	980	1,070	+ 9.2	6,770	6.3
23. Home Furnishings	4,510	4,510	(a)	23,320	5.2
24. Furniture	4,660	4,440	- 4.7	15,430	3.5
25. Major Appliances	2,870	2,150	- 25.1	10,520	4.9
26. Radio and Music	660	670	+ 1.5	5,160	7.7
27. Hardware and Housewares	4,890	5,040	+ 3.1	14,910	3.0
28. Jewellery	1,400	1,370	- 2.1	8,700	6.4
29. Sporting Goods and Luggage	2,700	2,590	- 4.1	10,050	3.9
30. Stationery, Books and Magazines	810	780	- 3.7	3,520	4.5
31. All Other Departments	5,550	6,140	+ 10.6	8,480	1.4

NOTE: Canada totals do not include Newfoundland figures.

(a) Change of less than .05 per cent.

Stock/Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, JUNE, 1951.
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	CANADA			MARITIME
Total, All Trades	905,000	168,590	736,410	63,070
Grocery & Combination	148,980	55,760	93,220	11,340
Meat	17,600	490	17,110	460
Country General	49,640	1,340	48,300	6,360
Department	69,530	-	69,530	4,790
Variety	16,580	14,340	2,240	1,610
Motor Vehicle	156,620	2,760	153,860	10,200
Garage & Filling Station	55,530	300	55,230	3,380
Men's Clothing	16,820	1,760	15,050	1,130
Family Clothing	14,330	2,510	11,830	1,760
Women's Clothing	17,920	3,770	14,150	1,040
Shoe	10,810	3,680	7,140	740
Hardware	20,710	(1)	(1)	960
Lumber & Building Material	30,780	6,860	23,920	600
Furniture	12,990	3,090	9,900	650
Appliance & Radio	10,030	1,870	8,160	1,210
Restaurant	30,190	1,920	28,270	1,230
Coal & Wood	12,530	(1)	(1)	660
Drug	18,020	2,360	15,660	1,380
Jewellery	5,750	2,160	3,590	460
Tobacco	8,550	1,440	7,110	300
All Others	181,090	60,730	120,370	12,810
	MANITOBA			SASKAT- CHEWAN
Total, All Trades	58,420	7,760	50,660	56,270
Grocery & Combination	6,020	2,410	3,610	4,990
Meat	850	-	850	840
Country General	3,800	-	3,800	8,720
Department	10,490	-	10,490	3,700
Variety	410	400	-	440
Motor Vehicle	12,360	(1)	(1)	10,790
Garage & Filling Station	3,000	(1)	(1)	4,430
Men's Clothing	660	(1)	(1)	490
Family Clothing	510	50	450	970
Women's Clothing	540	150	390	640
Shoe	310	60	250	200
Hardware	1,400	(1)	(1)	1,560
Lumber & Building Material	3,770	950	2,820	3,240
Furniture	510	-	510	330
Appliance & Radio	300	(1)	(1)	400
Restaurant	2,070	100	1,970	1,540
Coal & Wood	870	(b)	(b)	340
Drug	1,160	(1)	(1)	1,050
Jewellery	360	(1)	(1)	160
Tobacco	120	(1)	(1)	220
All Others	8,910	2,650	6,250	11,220

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, JUNE, 1951.
(in thousands of dollars)

11

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
PROVINCES			QUEBEC			ONTARIO	
12,490	50,580	205,230	33,890	171,340	349,010	78,260	270,750
1,950	9,390	43,520	10,240	33,270	62,580	31,820	30,760
-	460	5,730	-	5,730	5,840	430	5,410
260	6,100	10,820	410	10,420	10,120	370	9,750
-	4,790	11,300	-	11,300	25,050	-	25,050
1,430	180	5,170	4,030	1,140	7,470	6,720	750
(1)	(1)	29,420	(1)	(1)	58,220	(1)	(1)
(1)	(1)	11,900	(1)	(1)	22,680	(1)	(1)
(1)	(1)	4,150	240	3,900	7,850	1,210	6,640
(1)	(1)	4,450	960	3,490	4,320	710	3,610
90	940	6,090	860	5,230	6,160	1,760	4,410
(1)	(1)	3,770	990	2,770	4,600	2,110	2,490
(1)	(1)	4,660	(1)	(1)	7,270	(1)	(1)
-	600	3,930	-	3,930	11,680	(1)	(1)
(1)	(1)	3,820	1,510	2,310	5,840	1,040	4,800
(1)	(1)	2,380	720	1,660	4,330	670	3,670
(1)	(1)	5,770	520	5,250	12,600	830	11,770
-	660	2,910	-	2,910	7,350	(1)	(1)
130	1,250	3,550	240	3,310	7,980	1,280	6,700
(1)	(1)	1,560	(1)	(1)	2,110	910	1,200
(1)	(1)	2,090	440	1,660	4,840	(1)	(1)
6,510	6,300	38,240	11,300	26,950	70,120	25,680	44,440
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
7,540	48,730	70,350	11,230	59,120	102,620	17,430	85,190
(1)	(1)	7,750	(1)	(1)	12,780	5,110	7,670
(1)	(1)	1,130	-	1,130	2,750	(1)	(1)
(1)	(1)	6,380	(1)	(1)	3,420	(1)	(1)
-	3,700	4,910	-	4,910	9,280	-	9,280
430	10	750	670	80	730	660	70
(1)	(1)	9,720	(1)	(1)	25,900	(1)	(1)
-	4,430	3,830	-	3,830	6,320	(1)	(1)
(1)	(1)	1,120	(1)	(1)	1,410	(1)	(1)
240	730	760	(1)	(1)	1,570	(1)	(1)
130	510	1,270	220	1,050	2,190	570	1,620
(1)	(1)	370	90	280	820	180	640
-	1,560	3,020	(1)	(1)	1,830	(1)	(1)
2,090	1,150	4,540	2,500	2,040	3,020	(1)	(1)
(1)	(1)	640	-	640	1,210	380	830
(b)	(b)	840	140	700	570	90	480
(1)	(1)	2,730	40	2,690	4,250	400	3,850
-	340	60	-	60	340	-	340
(1)	(1)	1,130	140	1,000	1,760	490	1,260
(1)	(1)	330	(1)	(1)	760	(1)	(1)
(1)	(1)	290	(1)	(1)	690	(1)	(1)
2,640	8,580	18,780	3,790	14,980	21,020	8,150	12,870

DEPARTMENT STORE SALES BY COMMODITY DEPARTMENTS

January-to-June 1950 and January-to-June 1951

Department	SALES		
	Jan.-to-June 1950 (\$000)	Jan.-to-June 1951 (\$000)	% Change 1951/1950
TOTAL All Departments	377,500	410,440	+ 8.7
1. Women's and Misses' Dresses	16,080	17,260	+ 7.5
2. Women's and Misses' Coats and Suits ..	14,620	14,260	- 2.5
3. Women's and Misses' Sportswear	9,590	10,440	+ 8.9
4. Furs	3,500	4,010	+ 14.6
5. Girls' and Infants' Wear	13,310	14,500	+ 8.9
6. Lingerie and Corsets	14,200	15,240	+ 7.3
7. Aprons, Housedresses and Uniforms ...	3,900	3,690	- 5.4
8. Millinery	4,030	4,260	+ 5.7
9. Hosiery and Apparel Accessories	13,950	15,310	+ 9.7
10. Women's, Misses' and Children's Shoes	16,680	18,210	+ 9.2
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	109,840	117,180	+ 6.7
12. Men's Clothing	13,640	14,850	+ 8.9
13. Men's Furnishings	14,760	15,840	+ 7.3
14. Boys' Clothing and Furnishings	9,420	10,020	+ 6.4
15. Men's and Boys' Shoes	6,250	7,050	+ 12.8
16. Food and Kindred Products	27,680	30,080	+ 8.7
17. Toiletries, Cosmetics, and Drugs	8,600	9,650	+ 12.2
18. Photographic Equipment and Supplies ..	1,030	1,180	+ 14.6
19. Piece Goods	12,540	12,670	+ 1.0
20. Linens and Domestic	13,900	15,520	+ 11.7
21. Smallwares	8,560	8,900	+ 4.0
22. China and Glassware	4,600	5,080	+ 10.4
23. Home Furnishings	25,720	28,520	+ 10.9
24. Furniture	25,010	25,920	+ 3.6
25. Major Appliances	15,610	18,550	+ 18.8
26. Radio and Music	4,900	5,580	+ 13.9
27. Hardware and Housewares	23,990	27,520	+ 14.7
28. Jewellery	6,370	7,220	+ 13.3
29. Sporting Goods and Luggage	10,360	11,090	+ 7.0
30. Stationery, Books and Magazines	5,250	5,240	- 0.2
31. All Other Departments	29,470	32,780	+ 11.2

NOTE: Canada totals do not include Newfoundland figures.

63-005



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

UNIVERSITY OF TORONTO

Government Publications

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIII - No. 7
14

RETAIL TRADE
JULY, 1951

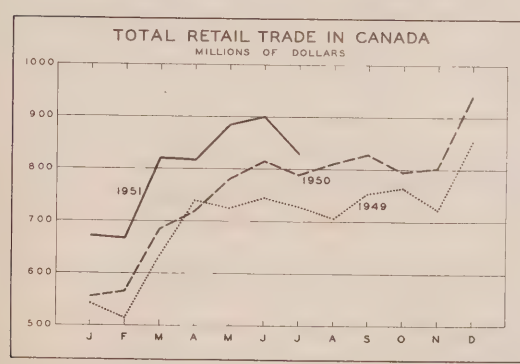


Retail trade in Canada totalled \$828 millions in July 1951. This figure was 5% above the July 1950 total, but the increase was much smaller than any shown in earlier months of the year. There has been a trend towards moderating sales gains in the last few months following a series of very pronounced gains in the early part of this year and late 1950. Sales of retailers were \$5.6 billions in the first seven months of 1951, up 14% compared with the January-to-July 1950 total of \$4.9 billions.

TOTAL RETAIL TRADE IN CANADA

	<u>1950</u> \$'000	<u>1951</u> \$'000	<u>% Change</u> <u>1951/1950</u>
First Quarter	1,806,250	2,161,590	+ 19.7
April	719,210	814,930	+ 13.3
May	780,200	885,260	+ 13.5
June	815,730	899,590	+ 10.3
July	789,600	828,120	+ 4.9
Total	4,910,990	5,589,490	+ 13.8

The outstanding feature in the retail field in the last few months has been the rather sharp contraction in sales of durable goods, and particularly motor vehicles, the apparent result of



government restrictions on instalment purchasing. Motor vehicle dealers' sales showed a fractional decrease from July 1950, the first in many months. Other trades which reported decreases in July were appliance and radio stores (17%), furniture stores (7%), coal and wood dealers (6%), jewellery stores (4%), department stores (1%) and men's clothing stores (1%).

With increased food prices leading the way toward a higher cost-of-living index, food stores

showed the largest sales increase in July, 13%. Restaurant receipts and country general store sales, also affected by food prices, showed a 10% rise. Variety store sales were up by 11% in July this year over last.

Results for most areas conformed fairly closely with the national average, but special circumstances brought about abnormal changes in Saskatchewan and British Columbia. In Saskatchewan, the promise of a record wheat crop and the prevailing high level of farm cash income stimulated consumer purchasing, and sales reached a level 14% above July 1950 volume. It should be noted that Saskatchewan's retail trade was somewhat less expansive a year ago than was the case in most other parts of Canada. British Columbia's sales were down 3% from July 1950. Motor vehicle dealers' sales have fallen more sharply there than elsewhere in Canada. With British-made vehicles most popular in British Columbia, the more drastic effect of credit restrictions on purchases of these compared with Canadian and American vehicles probably caused such a result. Also, extreme drought conditions have resulted in serious restrictions on economic activity, particularly in the case of forestry operations, a key industry in that province.

A table on Page 10 shows department store sales and stocks for July 1950 and 1951. Total sales declined 0.5%. Stocks of merchandise held by department stores at the beginning of July 1951 were valued at \$221 millions, 24% higher than stock holdings on the same date a year ago.

Following is a review of sales estimates of chain office-and-store appliance dealers' sales, by provinces, for July 1950 and 1951:

Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>July 1950</u>	<u>July 1951</u>	<u>% Change</u> <u>July 1951/July 1950</u>
	<u>\$'000</u>	<u>\$'000</u>	
CANADA	3,700	4,490	+ 21.4
Maritime Provinces	140	160	+ 14.3
Quebec	950	1,200	+ 26.3
Ontario	1,780	2,090	+ 17.4
Manitoba	190	220	+ 15.8
Saskatchewan	80	150	+ 87.5
Alberta	210	210	(a)
British Columbia	350	460	+ 31.4

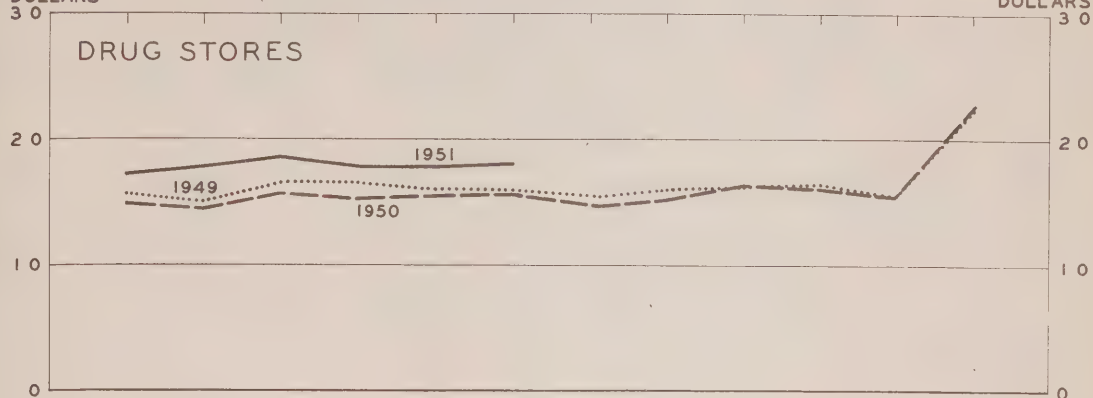
(a) Unchanged.

MONTHLY SALES DRUG - JEWELLERY - TOBACCO STORES

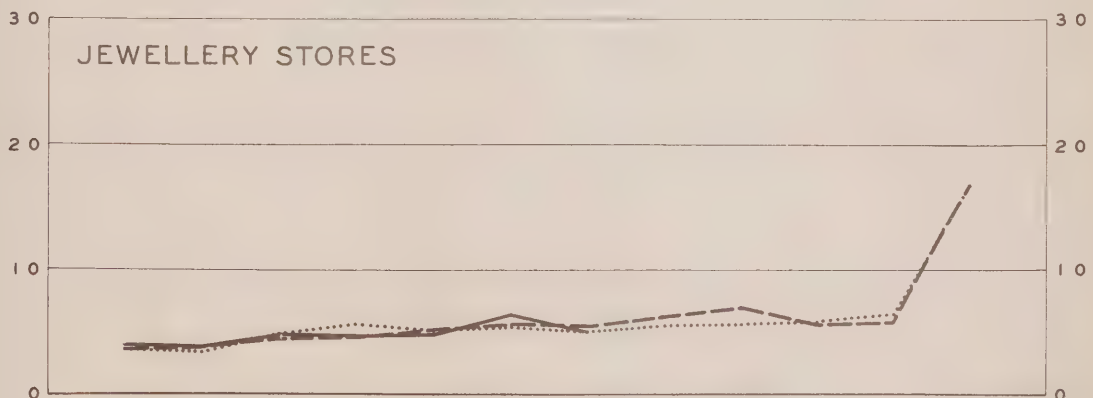
MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0

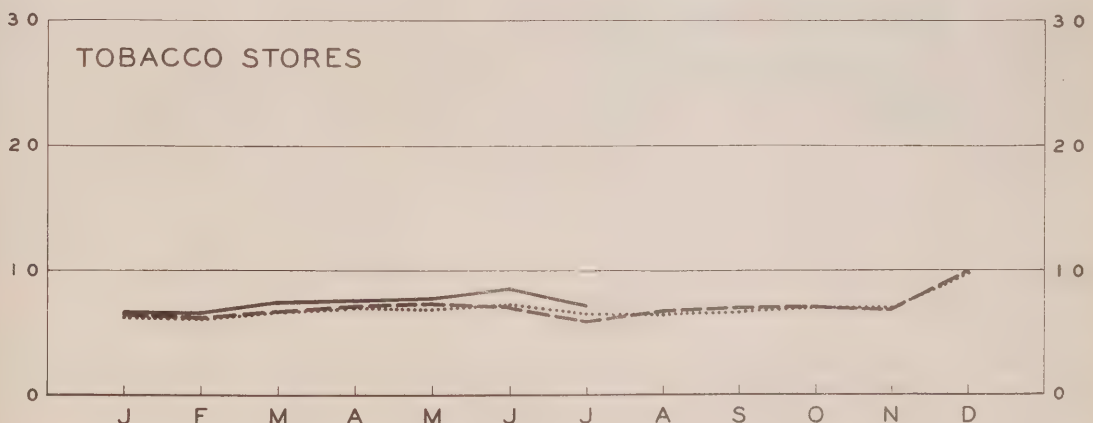
DRUG STORES



JEWELLERY STORES



TOBACCO STORES



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July 1951 Over July 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+ 4.9	+ 4.3	+ 4.9	+ 6.2	+ 4.1	+ 14.2	+ 5.3	- 3.4
Grocery & Combination	+ 12.6	+ 7.3	+ 9.9	+ 16.5	+ 9.6	+ 18.9	+ 10.7	+ 9.3
Meat	+ 12.9	+ 15.0	+ 12.8	+ 4.7	+ 9.1	+ 10.0	+ 13.3	(b)
Country General	+ 10.0	+ 6.5	+ 16.2	+ 3.2	+ 17.8	+ 11.5	+ 5.2	+ 16.9
Department	- 0.5	+ 2.1	+ 3.1	- 2.9	- 1.1	+ 10.5	+ 4.2	- 4.3
Variety	+ 11.1	+ 8.9	+ 10.1	+ 10.0	+ 12.1	+ 16.7	+ 16.1	+ 26.4
Motor Vehicle	- 0.3	+ 2.9	+ 4.5	+ 4.5	+ 2.1	+ 11.3	+ 0.5	- 21.9
Garage & Filling Station	+ 4.8	+ 6.3	- 1.1	+ 13.6	- 4.8	- 4.5	+ 11.5	- 6.7
Men's Clothing	- 1.1	+ 1.0	+ 0.3	- 5.4	- 4.3	+ 10.3	+ 7.4	+ 7.0
Family Clothing	+ 3.6	+ 4.6	+ 4.5	+ 1.1	+ 14.0	+ 6.2	+ 5.0	+ 1.4
Women's Clothing	+ 7.2	+ 12.3	+ 7.3	+ 7.0	+ 12.0	+ 17.0	+ 11.4	- 1.1
Shoe	+ 6.1	+ 3.3	+ 12.4	+ 4.7	- 8.3	(b)	(a)	+ 1.5
Hardware	+ 3.5	- 9.0	- 3.1	+ 7.5	+ 11.3	+ 16.4	+ 9.2	- 7.6
Lumber & Building Material ..	- 1.2	- 16.9	- 7.9	- 3.2	- 3.9	+ 17.5	+ 4.9	- 5.7
Furniture	- 7.2	- 10.5	- 0.6	- 8.9	- 20.6	+ 22.7	+ 1.6	- 19.3
Appliance & Radio	- 17.2	- 16.0	- 26.6	- 12.0	- 27.8	(b)	+ 21.1	- 38.6
Restaurant	+ 9.6	+ 6.7	+ 12.8	+ 11.5	+ 10.1	+ 3.7	+ 3.6	+ 7.2
Coal & Wood	- 6.2	(a)	- 6.0	- 10.0	+ 1.7	+ 38.7	(b)	- 8.5
Drug	+ 7.3	+ 7.0	+ 6.0	+ 8.4	+ 1.8	+ 15.1	+ 8.2	+ 5.5
Jewellery	- 4.0	+ 9.8	- 9.5	- 3.6	- 9.1	+ 6.7	- 5.4	- 5.3
Tobacco	+ 4.2	+ 4.0	- 4.4	+ 7.4	(b)	+ 21.1	+ 9.5	+ 7.7
All Others	+ 7.1	+ 4.5	+ 4.9	+ 7.1	+ 12.9	+ 29.2	+ 2.9	+ 4.8

(a) Unchanged. (b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to July 1951 Over January to July 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+ 13.8	+ 9.0	+ 13.5	+ 14.8	+ 19.1	+ 12.4	+ 15.0	+ 11.2
Grocery & Combination	+ 14.8	+ 9.5	+ 12.7	+ 18.9	+ 15.8	+ 10.5	+ 16.4	+ 8.8
Meat	+ 13.0	+ 7.0	+ 17.6	+ 10.5	+ 10.1	+ 12.7	+ 12.4	+ 11.6
Country General	+ 13.4	+ 11.3	+ 17.5	+ 12.7	+ 17.8	+ 10.6	+ 8.9	+ 18.2
Department	+ 7.6	- 1.5	+ 8.5	+ 5.5	+ 11.9	+ 10.3	+ 12.4	+ 9.3
Variety	+ 12.7	+ 8.5	+ 14.2	+ 11.9	+ 15.0	+ 9.4	+ 10.0	+ 21.8
Motor Vehicle	+ 28.6	+ 19.1	+ 29.9	+ 31.6	+ 36.4	+ 21.0	+ 35.5	+ 19.4
Garage & Filling Station	+ 11.8	+ 6.9	+ 11.9	+ 11.5	+ 12.0	+ 7.0	+ 15.9	+ 16.7
Men's Clothing	+ 8.6	+ 3.8	+ 8.7	+ 8.8	+ 15.7	+ 10.9	+ 5.7	+ 11.1
Family Clothing	+ 8.0	+ 7.8	+ 2.3	+ 8.1	+ 21.9	+ 12.5	+ 20.7	+ 11.6
Women's Clothing	+ 8.1	+ 4.4	+ 10.7	+ 10.1	+ 13.2	+ 4.9	+ 4.8	+ 0.2
Shoe	+ 8.0	+ 3.9	+ 12.5	+ 6.3	+ 3.4	+ 4.2	+ 3.3	+ 7.0
Hardware	+ 12.6	+ 3.8	+ 15.9	+ 12.3	+ 22.2	- 0.1	+ 13.0	+ 14.6
Lumber & Building Material ..	+ 10.8	+ 6.7	+ 10.2	+ 12.0	+ 25.8	+ 7.8	+ 5.7	+ 3.4
Furniture	+ 3.6	- 8.4	+ 6.5	+ 2.5	+ 8.0	+ 21.1	+ 3.8	+ 3.4
Appliance & Radio	+ 7.7	- 1.5	+ 9.4	+ 7.1	+ 6.9	(b)	+ 26.8	- 4.8
Restaurant	+ 6.2	+ 5.7	+ 3.3	+ 9.8	+ 3.4	+ 0.5	+ 4.0	+ 4.8
Coal & Wood	+ 0.1	- 0.1	+ 7.2	- 0.8	+ 1.3	+ 0.2	- 18.4	- 22.1
Drug	+ 9.9	+ 10.5	+ 12.6	+ 9.1	+ 5.8	+ 12.5	+ 9.7	+ 9.2
Jewellery	+ 2.3	- 1.1	- 1.4	+ 5.3	+ 7.0	- 2.3	- 7.2	+ 6.7
Tobacco	+ 6.3	+ 11.7	- 1.4	+ 9.4	+ 11.9	+ 15.2	+ 6.9	+ 5.5
All Others	+ 12.3	+ 11.0	+ 10.9	+ 12.8	+ 20.7	+ 17.5	+ 12.5	+ 8.3

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JUNE, 1951

(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA [*]	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	899,590	11,130	206,200	347,560	58,880	55,370	70,790	99,200
Grocery & Combination	148,700	11,330	43,040	62,770	6,080	4,990	7,760	12,750
Meat	17,420	450	5,760	5,830	870	810	1,020	2,700
Country General	49,460	6,310	10,790	10,100	3,770	8,670	6,440	3,380
Department	69,510	4,790	11,300	25,050	10,490	3,700	4,900	9,280
Variety	16,580	1,650	5,160	7,430	410	450	750	720
Motor Vehicle	152,340	9,600	29,620	57,450	12,490	10,470	9,880	22,810
Garage & Filling Station	56,290	2,290	13,130	22,680	3,020	4,700	4,240	6,240
Men's Clothing	16,610	1,130	3,950	7,830	660	490	1,120	1,440
Family Clothing	14,370	1,760	4,470	4,320	520	970	760	1,580
Women's Clothing	17,640	1,030	5,780	6,220	540	640	1,250	2,200
Shoe	10,820	770	3,700	4,640	310	200	370	820
Hardware	20,260	960	4,680	7,250	1,400	1,120	3,030	1,820
Lumber & Building Material	31,010	610	4,050	11,800	3,840	3,280	4,460	2,960
Furniture	13,010	630	3,890	5,830	510	330	640	1,190
Appliance & Radio	10,210	1,230	2,550	4,350	290	(b)	840	560
Restaurant	30,050	1,290	5,750	12,540	2,060	1,540	2,630	4,250
Coal & Wood	12,300	660	2,810	7,230	860	350	50	340
Drug	18,070	1,370	3,610	7,990	1,160	1,060	1,100	1,760
Jewellery	5,640	450	1,540	2,050	360	160	330	750
Tobacco	8,500	290	2,070	4,820	120	220	290	690
All Others	180,800	13,020	38,550	69,380	9,120	10,830	18,930	20,960

^{*} Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JULY, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA ^a	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	828,120	57,920	183,810	322,030	57,270	50,920	63,460	92,690
Grocery & Combination	136,340	10,810	39,710	56,360	5,710	5,150	6,610	11,990
Meat	15,850	460	4,840	4,940	720	660	1,020	(b)
Country General	48,700	6,560	10,600	10,040	3,570	8,240	5,680	4,010
Department	54,490	3,870	8,090	19,050	8,910	2,640	3,990	7,940
Variety	14,830	1,470	4,250	6,930	370	420	720	670
Motor Vehicle	140,200	7,770	27,690	53,180	15,240	8,300	9,150	18,880
Garage & Filling Station	56,430	3,560	11,530	24,030	2,770	4,410	3,880	6,260
Men's Clothing	12,440	1,000	3,240	5,120	670	320	870	1,230
Family Clothing	11,760	1,360	3,470	3,710	490	690	630	1,400
Women's Clothing	13,840	640	3,520	5,480	560	620	1,170	1,840
Shoe	7,990	620	2,440	3,580	220	(b)	310	660
Hardware	18,610	910	4,380	7,000	1,080	1,420	2,250	1,570
Lumber & Building Material	29,370	540	3,990	10,780	3,670	3,630	4,260	2,490
Furniture	11,370	510	3,260	5,240	270	270	650	1,170
Appliance & Radio	9,630	630	2,480	4,690	260	(b)	690	620
Restaurant	32,840	1,440	5,360	14,630	2,280	1,680	3,130	4,320
Coal & Wood	12,520	680	2,830	7,440	590	430	(b)	430
Drug	16,560	1,370	3,350	7,110	1,120	840	1,050	1,720
Jewellery	5,020	560	1,050	1,890	300	160	350	710
Tobacco	7,180	260	1,730	3,940	(b)	230	230	700
All Others	172,150	12,900	36,000	66,890	8,380	10,390	16,710	20,880

^a Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, JULY, 1951.
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
CANADA				MARITIME
TOTAL, ALL TRADES	828,120	158,480	669,640	57,920
Grocery & Combination	136,340	48,880	87,460	10,810
Meat	15,850	420	15,430	460
Country General	48,700	1,310	47,390	6,560
Department	54,490	-	54,490	3,870
Variety	14,830	12,880	1,950	1,470
Motor Vehicle	140,200	2,760	137,450	7,770
Garage & Filling Station	56,430	350	56,080	3,560
Men's Clothing	12,440	1,210	11,230	1,000
Family Clothing	11,760	1,980	9,780	1,360
Women's Clothing	13,840	3,310	10,520	640
Shoe	7,990	2,850	5,140	620
Hardware	18,610	(1)	(1)	910
Lumber & Building Material	29,370	7,020	22,350	540
Furniture	11,370	2,560	8,800	510
Appliance & Radio	9,630	2,190	7,430	630
Restaurant	32,840	2,040	30,800	1,440
Coal & Wood	12,520	(1)	(1)	680
Drug	16,560	2,270	14,280	1,370
Jewellery	5,020	1,740	3,270	560
Tobacco	7,180	1,330	5,850	260
All Others	172,150	62,010	110,140	12,900
MANITOBA				SASKAT- CHEWAN
TOTAL, ALL TRADES	57,270	7,770	49,500	50,920
Grocery & Combination	5,710	2,230	3,480	5,150
Meat	720	-	720	660
Country General	3,570	-	3,570	8,240
Department	8,910	-	8,910	2,640
Variety	370	370	-	420
Motor Vehicle	15,240	(1)	(1)	8,300
Garage & Filling Station	2,770	(1)	(1)	4,410
Men's Clothing	670	(1)	(1)	320
Family Clothing	490	50	450	690
Women's Clothing	560	150	410	620
Shoe	220	50	180	150
Hardware	1,080	(1)	(1)	1,420
Lumber & Building Material	3,670	1,070	2,600	3,630
Furniture	270	-	270	270
Appliance & Radio	260	(1)	(1)	270
Restaurant	2,280	100	2,170	1,680
Coal & Wood	590	-	590	430
Drug	1,120	(1)	(1)	840
Jewellery	300	(1)	(1)	160
Tobacco	90	(1)	(1)	230
All Others	8,380	2,690	5,690	10,390

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, JULY, 1951.
(in thousands of dollars)

9

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
PROVINCES			QUEBEC			ONTARIO	
12,320	45,600	183,810	30,750	153,060	322,030	72,640	249,390
1,890	8,920	39,710	8,730	30,980	56,360	27,770	28,590
-	460	4,840	-	4,840	4,940	370	4,560
260	6,290	10,600	410	10,190	10,040	370	9,670
-	3,870	8,090	-	8,090	19,050	-	19,050
1,310	170	4,250	3,310	930	6,930	6,230	700
(1)	(1)	27,690	(1)	(1)	53,180	(1)	(1)
(1)	(1)	11,530	(1)	(1)	24,030	(1)	(1)
(1)	(1)	3,240	200	3,040	5,120	800	4,320
(1)	(1)	3,470	750	2,720	3,710	540	3,170
80	560	3,520	690	2,830	5,480	1,530	3,960
(1)	(1)	2,440	690	1,750	3,580	1,680	1,900
(1)	(1)	4,380	(1)	(1)	7,000	(1)	(1)
-	540	3,990	-	3,990	10,780	(1)	(1)
(1)	(1)	3,260	1,180	2,080	5,240	930	4,320
(1)	(1)	2,480	660	1,810	4,690	1,080	3,610
(1)	(1)	5,360	540	4,820	14,630	850	13,780
-	680	2,830	-	2,830	7,440	(1)	(1)
130	1,250	3,350	210	3,140	7,110	1,240	5,870
(1)	(1)	1,050	(1)	(1)	1,890	690	1,190
(1)	(1)	1,730	410	1,310	3,940	(1)	(1)
6,750	6,150	36,000	11,630	24,370	66,890	26,020	40,870
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
7,380	43,540	63,460	10,690	52,770	92,690	16,930	75,760
(1)	(1)	6,610	(1)	(1)	11,990	4,490	7,510
(1)	(1)	1,020	-	1,020	3,200	(1)	(1)
(1)	(1)	5,680	(1)	(1)	4,010	(1)	(1)
-	2,640	3,990	-	3,990	7,940	-	7,940
410	10	720	640	80	670	610	60
(1)	(1)	9,150	(1)	(1)	18,880	(1)	(1)
-	4,410	3,880	-	3,880	6,260	(1)	(1)
(1)	(1)	870	(1)	(1)	1,230	(1)	(1)
180	510	630	(1)	(1)	1,400	(1)	(1)
110	510	1,170	210	960	1,840	540	1,300
(1)	(1)	310	90	220	660	120	540
-	1,420	2,250	(1)	(1)	1,570	(1)	(1)
2,250	1,380	4,260	2,400	1,860	2,490	(1)	(1)
(1)	(1)	650	-	650	1,170	360	810
(b)	(b)	690	120	570	620	100	520
(1)	(1)	3,130	50	3,090	4,320	460	3,870
-	430	110	(b)	(b)	430	-	430
(1)	(1)	1,050	130	910	1,720	480	1,240
(1)	(1)	350	(1)	(1)	710	(1)	(1)
(1)	(1)	230	(1)	(1)	700	(1)	(1)
2,600	7,790	16,710	3,870	12,840	20,880	8,460	12,430

DEPARTMENT STORE SALES AND STOCKS

July 1950 and July 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	July 1950	July 1951	Change 1951/50	June 30 1951	Stock/Sales Ratio July 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, ALL DEPARTMENTS	54,770	54,490	- 0.5	221,460	4.1
1. Women's and Misses' Dresses	2,070	2,120	+ 2.4	3,960	1.9
2. Women's and Misses' Coats and Suits.	810	750	- 7.4	3,140	4.2
3. Women's and Misses' Sportswear	1,510	1,630	+ 7.9	5,080	3.1
4. Furs	580	480	- 17.2	4,500	9.4
5. Girls' and Infants' Wear	1,500	1,670	+ 11.3	7,560	4.5
6. Lingerie and Corsets	2,080	2,190	+ 5.3	6,870	3.1
7. Aprons, Housedresses and Uniforms ..	640	560	- 12.5	1,240	2.2
8. Millinery	300	310	+ 3.3	780	2.5
9. Hosiery and Apparel Accessories	1,750	1,770	+ 1.1	7,550	4.3
10. Women's, Misses' and Children's Shoes	1,850	2,100	+ 13.5	11,710	5.6
11. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	13,090	13,580	+ 3.7	52,390	3.9
12. Men's Clothing	1,700	1,700	(a)	8,540	5.0
13. Men's Furnishings	2,300	2,260	- 1.7	11,110	4.9
14. Boys' Clothing and Furnishings	950	1,050	+ 10.5	6,390	6.1
15. Men's and Boys' Shoes	890	970	+ 9.0	4,680	4.8
16. Food and Kindred Products	4,420	4,470	+ 1.1	4,460	1.0
17. Toiletries, Cosmetics, and Drugs ...	1,430	1,500	+ 4.9	4,690	3.1
18. Photographic Equipment and Supplies.	200	230	+ 15.0	970	4.2
19. Piece Goods	1,360	1,340	- 1.5	9,080	6.8
20. Linens and Domestics	2,330	2,310	- 0.9	9,080	3.9
21. Smallwares	1,060	1,160	+ 9.4	5,870	5.1
22. China and Glassware	990	1,030	+ 4.0	6,830	6.6
23. Home Furnishings	3,690	3,580	- 3.0	22,730	6.3
24. Furniture	4,350	4,160	- 4.4	15,050	3.6
25. Major Appliances	3,140	1,850	- 41.1	10,420	5.6
26. Radio and Music	670	610	- 9.0	4,710	7.7
27. Hardware and Housewares	3,990	4,060	+ 1.8	14,150	3.5
28. Jewellery	1,070	1,140	+ 6.5	8,580	7.5
29. Sporting Goods and Luggage	2,090	2,010	- 3.8	9,940	4.9
30. Stationery, Books and Magazines	670	670	(a)	3,450	5.1
31. All Other Departments	4,380	4,810	+ 9.8	8,340	1.7

NOTE: Canada totals do not include Newfoundland figures.

(a) Change of less than .05 per cent.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



Canada
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

UNIVERSITY OF TORONTO

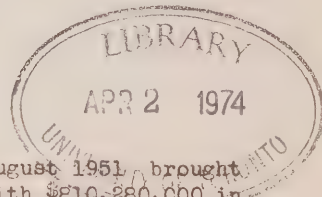
Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIII - No. 8
11

Yearly Subscription \$2.00

RETAIL TRADE

AUGUST, 1951

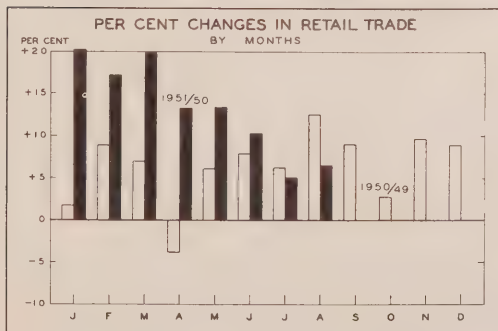


A 7% increase in Canada's retail trade in August 1951 brought the dollar volume up to \$863,840,000 compared with \$810,280,000 in August 1950. After showing a gain of 16% in the first half of 1951, retail trade increases have moderated somewhat in the first two months of the second half of 1951, the August gain being only slightly different from the 5% increase in July. Consumer spending in retail establishments totalled \$6,454,760,000 in the first eight months of 1951, up 13% compared with the January - August 1950 total of \$5,721,270,000.

TOTAL RETAIL TRADE IN CANADA

	1950 \$'000	1951 \$'000	% Change 1951/1950
First Half	4,121,390	4,761,370	+ 15.5
July	789,600	829,550	+ 5.1
August	810,280	863,840	+ 6.6
Total	5,721,270	6,454,760	+ 12.8

In Quebec sales increased 11% in August 1951 compared with August 1950, the largest gain recorded. The only other sizable increase was one of 9% in Ontario. Of two declines from August 1950 volume, Manitoba's 5% decrease was the larger.



September 1, 1950 and September 1, 1951.

Sales increase reported by the four trades whose sales largely comprise food, namely grocery and combination stores, meat markets, country general stores and restaurants, were among largest recorded in August, 1951. Grocery and combination store sales increased 18%. The food component of the cost-of-living index rose 15% between

Variety store sales were up 15% and tobacco store sales, 13%. All trades in the apparel group showed sales gains ranging up to 10% for women's clothing stores.

Seven trades failed to reach their August 1950 sales volume in August 1951, a 16% decline in appliance and radio dealers' sales being the largest. The only other decreases of 10% or more were those of furniture stores (10%) and coal and wood dealers (11%).

Department store sales and stocks for August 1950 and 1951 are shown in a table on page 10. Sales registered a minor gain of 0.3% while the value of stocks held on August 1, 1951 was \$222 millions, 23% above their value on August 1, 1950 when they totalled \$181 millions.

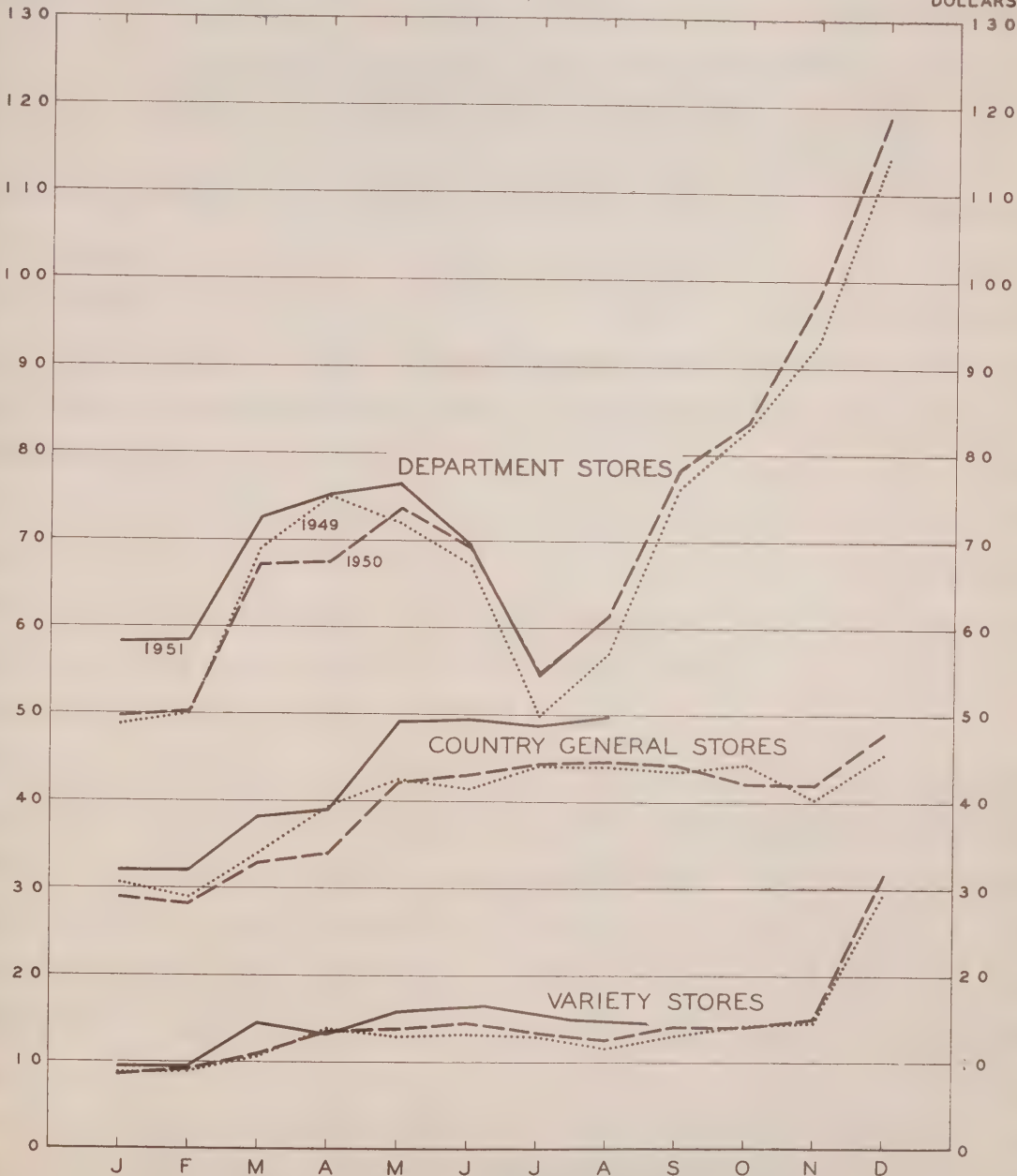
Following is a review of sales estimates of chain office-and-store appliance dealers' sales, by provinces, for August 1950 and 1951:

<u>Chain Office-and-Store Appliance Dealers' Sales</u>			
<u>Province</u>	<u>August 1950</u>	<u>August 1951</u>	<u>% Change August 1951 / August 1950</u>
CANADA	3,660	4,200	+ 14.8
Maritime Provinces	150	200	+ 33.3
Quebec	850	990	+ 16.5
Ontario	1,760	2,100	+ 19.3
Manitoba	200	240	+ 20.0
Saskatchewan	180	80	- 55.6
Alberta	220	210	- 4.5
British Columbia	300	380	+ 26.7

MONTHLY SALES GENERAL MERCHANDISE TRADES

MILLION
DOLLARS

MILLION
DOLLARS



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

August 1951 Over August 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+ 6.6	+ 4.7	+ 11.0	+ 9.3	- 5.2	+ 5.5	+ 6.9	- 0.7
Grocery & Combination	+ 18.0	+ 10.4	+ 16.9	+ 22.1	+ 17.6	+ 16.6	+ 14.4	+ 13.2
Meat	+ 19.3	+ 45.9	+ 13.4	+ 16.3	- 1.2	+ 17.2	+ 20.8	+ 39.1
Country General	+ 10.9	+ 7.6	+ 20.4	+ 8.4	+ 13.1	+ 5.1	+ 4.6	+ 19.4
Department.....	+ 0.3	- 2.2	+ 2.0	- 4.2	- 1.1	+ 16.9	+ 10.3	+ 2.6
Variety	+ 14.6	+ 14.1	+ 18.3	+ 12.0	+ 12.5	+ 13.5	+ 17.2	+ 19.3
Motor Vehicle	+ 6.4	+ 1.3	+ 29.8	+ 17.2	- 20.9	+ 3.5	+ 7.9	- 20.2
Garage & Filling Station	- 2.1	- 3.3	- 4.2	+ 4.8	(a)	- 17.3	+ 4.1	- 7.1
Men's Clothing	+ 4.6	+ 13.0	- 8.5	+ 9.6	- 5.6	(a)	+ 26.9	+ 4.0
Family Clothing	+ 8.6	+ 8.8	+ 12.8	+ 3.4	+ 22.0	+ 14.0	+ 16.7	+ 3.7
Women's Clothing	+ 10.1	+ 3.7	(b)	+ 8.2	- 7.7	- 5.3	+ 1.1	- 0.6
Shoe	+ 8.8	+ 11.3	+ 12.6	+ 4.6	+ 4.3	(b)	+ 31.3	+ 6.3
Hardware.....	- 4.6	- 9.1	- 0.5	(a)	- 13.1	+ 0.7	- 19.1	- 5.0
Lumber & Building Material ..	- 7.1	- 10.0	- 14.9	- 8.0	- 21.1	+ 2.0	+ 6.5	- 3.7
Furniture	- 10.3	- 8.8	- 11.9	- 9.2	- 38.5	- 14.3	(a)	- 10.1
Appliance and Radio	- 16.0	- 31.3	- 12.3	- 15.6	- 38.5	(b)	- 16.2	- 31.8
Restaurant	+ 12.3	+ 9.3	+ 7.4	+ 18.3	+ 5.4	+ 6.2	+ 5.1	+ 10.9
Coal & Wood	- 11.4	- 15.2	- 2.1	- 15.2	- 16.7	+ 25.5	- 42.9	- 18.2
Drug	+ 8.5	+ 8.5	+ 6.9	+ 9.6	+ 6.0	+ 13.9	+ 9.4	+ 5.5
Jewellery	- 3.1	(a)	- 3.8	- 2.3	- 5.9	- 6.2	- 5.3	- 4.5
Tobacco	+ 12.8	+ 9.7	+ 2.4	+ 19.0	+ 10.0	+ 15.8	+ 13.6	+ 6.1
All Others	+ 8.3	+ 7.8	+ 8.9	+ 10.5	- 3.0	+ 12.1	+ 7.3	+ 4.5

(a) Unchanged (b) Not available

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to August 1951 Over January to August 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+ 12.8	+ 8.4	+ 13.1	+ 14.1	+ 15.3	+ 11.3	+ 13.6	+ 9.6
Grocery & Combination	+ 15.2	+ 9.6	+ 13.1	+ 19.4	+ 16.3	+ 11.4	+ 16.0	+ 9.4
Meat	+ 13.0	+ 11.5	+ 16.6	+ 11.4	+ 8.1	+ 13.3	+ 13.7	+ 11.1
Country General	+ 13.0	+ 10.8	+ 17.8	+ 11.6	+ 17.1	+ 9.8	+ 8.3	+ 19.4
Department	+ 6.7	- 1.6	+ 7.7	+ 4.3	+ 10.2	+ 11.0	+ 12.1	+ 8.4
Variety	+ 13.0	+ 9.7	+ 14.7	+ 11.9	+ 14.7	+ 10.0	+ 10.8	+ 21.2
Motor Vehicle	+ 25.6	+ 16.7	+ 29.8	+ 29.9	+ 27.0	+ 17.6	+ 31.0	+ 14.4
Garage & Filling Station ..	+ 9.6	+ 5.2	+ 9.6	+ 10.4	+ 9.9	+ 1.6	+ 13.5	+ 12.9
Men's Clothing	+ 8.5	+ 4.8	+ 6.7	+ 9.5	+ 12.0	+ 9.7	+ 7.9	+ 10.0
Family Clothing	+ 8.1	+ 8.1	+ 3.4	+ 7.6	+ 21.9	+ 12.6	+ 20.1	+ 10.6
Women's Clothing	+ 8.3	+ 4.2	+ 13.1	+ 9.9	+ 10.1	+ 2.8	+ 3.8	+ 0.3
Shoe	+ 8.1	+ 5.1	+ 12.4	+ 6.1	+ 3.5	+ 6.4	+ 7.0	+ 6.9
Hardware	+ 9.9	+ 1.8	+ 13.5	+ 10.4	+ 16.6	(a)	+ 7.6	+ 11.5
Lumber & Building Material.	+ 7.5	+ 3.6	+ 5.8	+ 8.7	+ 15.1	+ 6.7	+ 5.6	+ 2.0
Furniture	+ 1.5	- 8.4	+ 3.5	+ 0.9	+ 0.4	+ 15.4	+ 3.2	+ 1.3
Appliance & Radio	+ 4.8	- 4.8	+ 8.0	+ 3.7	+ 0.4	(b)	+ 21.7	- 8.4
Restaurant	+ 7.1	+ 6.3	+ 3.8	+ 11.2	+ 3.7	+ 1.4	+ 3.4	+ 5.9
Coal & Wood	- 1.4	- 1.9	+ 5.9	- 2.9	- 0.6	+ 3.0	- 20.0	- 22.2
Drug	+ 9.7	+ 10.2	+ 11.9	+ 9.2	+ 5.7	+ 12.7	+ 9.7	+ 8.7
Jewellery	+ 1.6	- 0.9	- 1.2	+ 4.1	+ 5.1	- 3.9	- 6.9	+ 4.7
Tobacco	+ 7.0	+ 11.4	+ 0.9	+ 10.5	+ 14.3	+ 13.2	+ 7.7	+ 5.6
All others	+ 11.7	+ 10.5	+ 10.5	+ 12.7	+ 16.6	+ 16.6	+ 11.6	+ 7.7

(a) Unchanged (b) Not available

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JULY 1951

(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	829,550	57,860	183,440	323,070	57,460	51,190	62,960	93,530
Grocery & Combination	136,330	10,790	39,390	56,640	5,780	5,160	6,560	12,010
Meat	15,000	460	4,670	5,000	720	660	1,030	2,440
Country General	48,740	6,580	10,570	9,800	3,570	8,280	5,710	4,230
Department	54,450	3,870	8,090	19,010	8,910	2,640	3,990	7,940
Variety	14,880	1,520	4,250	6,930	370	420	710	660
Motor Vehicle	110,820	7,640	27,590	53,080	15,300	8,060	9,040	20,110
Garage & Filling Station	56,900	3,580	11,670	23,920	2,840	4,720	3,770	6,400
Men's Clothing	12,720	1,000	3,240	5,400	670	320	870	1,220
Family Clothing	11,790	1,370	3,450	3,750	490	690	630	1,400
Women's Clothing	13,840	630	3,580	5,490	560	580	1,130	1,870
Shoe	7,980	880	2,410	3,580	220	(b)	310	660
Hardware	18,550	910	4,390	6,930	1,080	1,420	2,250	1,570
Lumber & Building Material	29,330	530	4,060	10,810	3,630	3,650	4,210	2,440
Furniture	11,300	510	3,200	5,240	270	270	650	1,170
Appliance & Radio	9,640	630	2,720	4,460	260	(b)	690	620
Restaurant	32,880	1,450	5,350	14,740	2,280	1,680	2,990	4,390
Coal & Wood	12,530	680	2,820	7,490	610	430	(b)	390
Drug	16,530	1,370	3,340	7,110	1,110	840	1,050	1,710
Jewellery	5,060	560	1,100	1,890	300	150	350	710
Tobacco	7,160	260	1,740	3,920	(b)	200	230	700
All Others	173,120	12,890	35,810	67,880	8,380	10,600	16,680	20,890

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

AUGUST, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA ★	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	863,840	59,340	191,190	325,800	54,410	62,130	73,850	97,170
Grocery & Combination	141,250	10,620	40,020	59,640	5,950	5,340	6,980	12,710
Meat	17,640	540	5,160	5,490	810	750	1,510	3,380
Country General	49,850	6,380	11,100	10,400	3,700	8,440	5,710	4,120
Department	61,520	4,060	9,690	21,450	9,580	3,120	4,710	8,910
Variety	14,470	1,460	4,330	6,550	360	420	680	680
Motor Vehicle	134,340	7,160	29,880	48,950	9,880	9,400	11,140	17,940
Garage & Filling Station	58,220	3,790	10,940	22,460	3,860	6,400	4,070	6,700
Men's Clothing	11,800	870	2,590	5,230	670	290	850	1,290
Family Clothing	11,350	1,230	3,270	3,670	500	650	630	1,410
Women's Clothing	13,530	840	(b)	5,260	480	540	880	1,800
Shoe	7,570	590	2,050	3,430	240	(b)	420	680
Hardware	17,460	900	4,420	5,890	860	1,480	2,200	1,720
Lumber & Building Material	31,340	630	3,830	11,050	3,560	4,090	5,080	3,100
Furniture	12,180	520	3,270	5,650	240	240	840	1,420
Appliance & Radio	9,020	570	2,350	4,290	240	(b)	570	580
Restaurant	34,220	1,110	5,780	15,720	2,150	1,710	2,660	4,790
Coal & Wood	15,300	780	3,790	8,580	800	690	40	630
Drug	17,460	1,400	3,260	7,870	1,230	900	1,050	1,740
Jewellery	5,700	600	1,270	2,150	320	150	360	840
Tobacco	7,330	340	1,700	4,010	110	220	250	700
All Others	192,290	14,650	38,750	68,060	8,870	16,720	23,220	22,030

★ Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE- CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, 1935, 1936, 1937
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	CANADA			MARITIME
TOTAL, ALL TRADES	863,840	163,290	700,550	59,340
Grocery and Combination	141,250	52,020	89,230	10,620
Meat.....	17,640	510	17,130	540
Country General	49,850	1,360	48,490	6,380
Department	61,520	-	61,520	4,060
Variety	14,470	12,540	1,930	1,460
Motor Vehicle	134,340	2,340	132,000	7,160
Garage & Filling Station ...	58,220	370	57,850	3,790
Men's Clothing	11,800	940	10,860	870
Family Clothing	11,350	2,170	9,180	1,230
Women's Clothing	13,530	2,990	10,540	840
Shoe	7,570	2,710	4,860	590
Hardware	17,460	(1)	(1)	900
Lumber & Building Material..	31,340	8,300	23,050	630
Furniture	12,180	2,800	9,380	520
Appliance & Radio	9,020	1,780	7,230	570
Restaurant	34,220	2,010	32,210	1,410
Coal & Wood	15,300	(1)	(1)	780
Drug	17,460	2,340	15,120	1,400
Jewellery	5,700	2,010	3,690	600
Tobacco	7,330	1,400	5,930	340
All Others	192,290	63,400	128,890	14,650
	MANITOBA			SASKAT- CHEWAN
TOTAL, ALL TRADES	54,420	7,720	46,700	62,130
Grocery & Combination	5,950	2,480	3,570	5,340
Meat	810	-	810	750
Country General	3,700	-	3,700	8,440
Department.....	9,580	-	9,580	3,120
Variety	360	360	-	420
Motor Vehicle	9,880	(1)	(1)	9,400
Garage & Filling Station ...	3,860	(1)	(1)	6,400
Men's Clothing	670	(1)	(1)	290
Family Clothing	500	80	420	650
Women's clothing	480	130	350	540
Shoe	240	40	190	170
Hardware	860	(1)	(1)	1,480
Lumber & Building Material..	3,560	1,010	2,560	4,090
Furniture	240	-	240	240
Appliance & Radio	240	(1)	(1)	410
Restaurant	2,150	110	2,040	1,710
Coal & Wood	800	-	800	690
Drug	1,230	(1)	(1)	900
Jewellery	320	(1)	(1)	150
Tobacco	110	(1)	(1)	220
All Others	8,870	2,820	3,040	16,720

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of figures. (b) Not available.

ESTIMATED RETAIL TRADE- CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, AUGUST, 1951
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent.	All Stores	Chain	Independent
PROVINCES			QUEBEC			ONTARIO	
12,450	46,890	191,180	32,100	159,080	325,800	73,760	252,040
1,950	8,670	40,020	10,030	29,990	59,640	28,740	30,890
-	540	5,160	-	5,160	5,490	460	5,030
280	6,100	11,100	430	10,670	10,400	380	10,020
-	4,060	9,680	-	9,680	21,450	-	21,450
1,290	160	4,330	3,380	950	6,550	5,890	660
(1)	(1)	29,880	(1)	(1)	48,950	(1)	(1)
(1)	(1)	10,940	(1)	(1)	22,460	(1)	(1)
(1)	(1)	2,590	160	2,430	5,230	640	4,590
(1)	(1)	3,270	820	2,460	3,670	580	3,090
60	770	3,740	(b)	(b)	5,260	1,420	3,840
(1)	(1)	2,050	670	1,380	3,430	1,570	1,860
(1)	(1)	4,420	(1)	(1)	5,890	(1)	(1)
-	630	3,830	-	3,830	11,050	(1)	(1)
(1)	(1)	3,270	1,170	2,110	5,650	1,080	4,570
(1)	(1)	2,350	770	1,580	4,290	650	3,650
(1)	(1)	5,780	570	5,210	15,720	810	14,910
-	780	3,790	-	3,790	8,580	(1)	(1)
130	1,270	3,260	210	3,040	7,870	1,270	6,600
(1)	(1)	1,270	(1)	(1)	2,150	800	1,340
(1)	(1)	1,700	440	1,260	4,010	(1)	(1)
6,890	7,750	38,750	11,560	27,190	68,060	26,790	41,270
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
8,370	53,760	73,850	11,610	62,240	97,170	17,260	79,910
(1)	(1)	6,980	(1)	(1)	12,710	4,740	7,970
(1)	(1)	1,510	-	1,510	3,380	(1)	(1)
(1)	(1)	5,710	(1)	(1)	4,120	(1)	(1)
-	3,120	4,710	-	4,710	8,910	-	8,910
410	10	680	600	80	680	610	60
(1)	(1)	11,140	(1)	(1)	17,940	(1)	(1)
-	6,400	4,070	-	4,070	6,700	(1)	(1)
(1)	(1)	850	(1)	(1)	1,290	(1)	(1)
180	470	630	(1)	(1)	1,410	(1)	(1)
110	430	880	200	680	1,800	460	1,340
(1)	(1)	420	80	340	680	160	520
-	1,480	2,200	(1)	(1)	1,720	(1)	(1)
2,820	1,270	5,080	3,050	2,030	3,100	(1)	(1)
(1)	(1)	840	-	840	1,420	420	990
(b)	(b)	570	100	470	580	90	490
(1)	(1)	2,660	50	2,610	4,790	430	4,370
-	690	40	-	40	630	-	630
(1)	(1)	1,050	140	910	1,740	500	1,240
(1)	(1)	360	(1)	(1)	840	(1)	(1)
(1)	(1)	250	(1)	(1)	700	(1)	(1)
2,840	13,880	23,220	4,000	19,220	22,030	8,500	13,530

DEPARTMENT STORE SALES AND STOCKS

August 1950 and August 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	August 1950 (\$000)	August 1951 (\$000)	Change 1951/50 %	July 31 1951	Stock/Sales Ratio August 1951
TOTAL, ALL DEPARTMENTS.....	61,350	61,520	+ 0.3	221,600	3.6
1. Women's and Misses' Dresses.....	1,970	2,130	+ 8.1	3,520	1.7
2. Women's and Misses' Coats and Suits.	1,510	1,440	- 4.6	3,940	2.7
3. Women's and Misses' Sportswear.....	1,580	1,870	+ 18.4	5,270	2.8
4. Furs	1,440	980	- 31.9	6,400	6.5
5. Girls' and Infants' Wear	2,110	2,510	+ 19.0	7,990	3.2
6. Lingerie and Corsets	2,010	2,180	+ 8.5	6,690	3.1
7. Aprons, House-dresses and Uniforms...	450	410	- 8.9	970	2.4
8. Millinery	610	630	+ 3.3	890	1.4
9. Hosiery and Apparel Accessories.....	2,070	2,160	+ 4.3	7,630	3.5
10. Women's, Misses' and Children's Shoes	2,310	2,730	+ 18.2	11,350	4.2
11. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	16,060	17,040	+ 6.1	54,650	3.2
12. Men's Clothing.....	1,580	1,600	+ 1.3	8,450	5.3
13. Men's Furnishings	2,130	2,260	+ 6.1	11,160	4.9
14. Boys' Clothing and Furnishings	1,370	1,660	+ 21.2	6,540	3.9
15. Men's and Boys' Shoes	940	1,040	+ 10.6	4,560	4.4
16. Food and Kindred Products	4,540	4,770	+ 5.1	4,530	0.9
17. Toiletries, Cosmetics, and Drugs....	1,420	1,500	+ 5.6	4,680	3.1
18. Photographic Equipment and Supplies.	190	230	+ 21.1	940	4.1
19. Piece Goods	1,590	1,600	+ 0.6	8,940	5.6
20. Linens and Domestic	2,730	2,660	- 2.6	8,780	3.3
21. Smallwares	1,150	1,290	+ 12.2	5,740	4.4
22. China and Glassware	1,180	1,200	+ 1.7	7,160	6.0
23. Home furnishings	4,130	3,900	- 5.6	22,160	5.7
24. Furniture	5,300	4,720	- 10.9	14,510	3.1
25. Major Appliances	3,210	2,000	- 37.7	10,400	5.2
26. Radio and Music	880	740	- 15.9	4,570	6.2
27. Hardware and Housewares	4,380	4,260	- 2.7	13,130	3.1
28. Jewellery	1,250	1,280	+ 2.4	8,640	6.8
29. Sporting Goods and Luggage	1,840	1,800	- 2.2	10,100	5.6
30. Stationery, Books and Magazines.....	920	1,070	+ 16.3	3,600	3.4
31. All Other Departments	4,560	4,900	+ 7.5	8,360	1.7

NOTE: Canada totals do not include Newfoundland figures.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



Canada
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

MERCHANDISING FILE

Government
Publication

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIII - No. 9
8

\$2.00 a year

RETAIL TRADE
SEPTEMBER, 1951

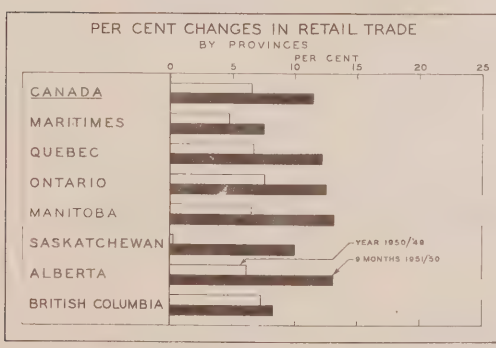


A 3% increase in Canada's retail trade in September 1951 compared with September 1950 was the smallest gain recorded thus far in 1951. Dollar volume in retail stores totalled \$850,520,000 compared with \$828,770,000 in September a year ago. In the first nine months of 1951, retail sales amounted to \$7,304,670,000, 12% higher than the total of \$6,550,040,000 in the same period of 1950.

TOTAL RETAIL TRADE IN CANADA

<u>Month</u>	<u>1950</u> \$ '000	<u>1951</u> \$ '000	<u>% Change</u> 1951/1950
First Half	4,121,390	4,761,370	+ 15.5
July	789,600	829,550	+ 5.1
August	810,280	863,230	+ 6.5
September	828,770	850,520	+ 2.6
TOTAL	6,550,040	7,304,670	+ 11.5

A majority of the 21 trades reported increased sales volume in September 1951, but only 4 of the increases amounted



to 10% or more. A 14% gain in grocery and combination store sales was the largest. Meat and tobacco store sales were both up 10%. Three of the four trades in the apparel group showed increased sales, an 11% gain by women's clothing stores being by far the largest. Of the 8 declines in sales, decreases of 36% for appliance and radio dealers, 18% for

jewellery stores, 16% for furniture stores and 11% for coal and wood dealers were the only ones to exceed 10%.

UNIVERSITY OF TORONTO
DEPT. OF COMMERCE

Sales were up in all but two of the provinces, and the declines in Manitoba and British Columbia amounted to less than 1%. A 9% increase in Alberta was the only sizeable one.

A table on Page 9 shows department store sales and stocks for September 1950 and 1951. Total sales declined 8%. Stocks of merchandise held by department stores at the beginning of September 1951 were valued at \$233 millions, 21% higher than stock holdings on the same date a year ago.

Following is a review of sales estimates of chain office-and-store appliance dealers' sales, by provinces, for September 1950 and 1951:

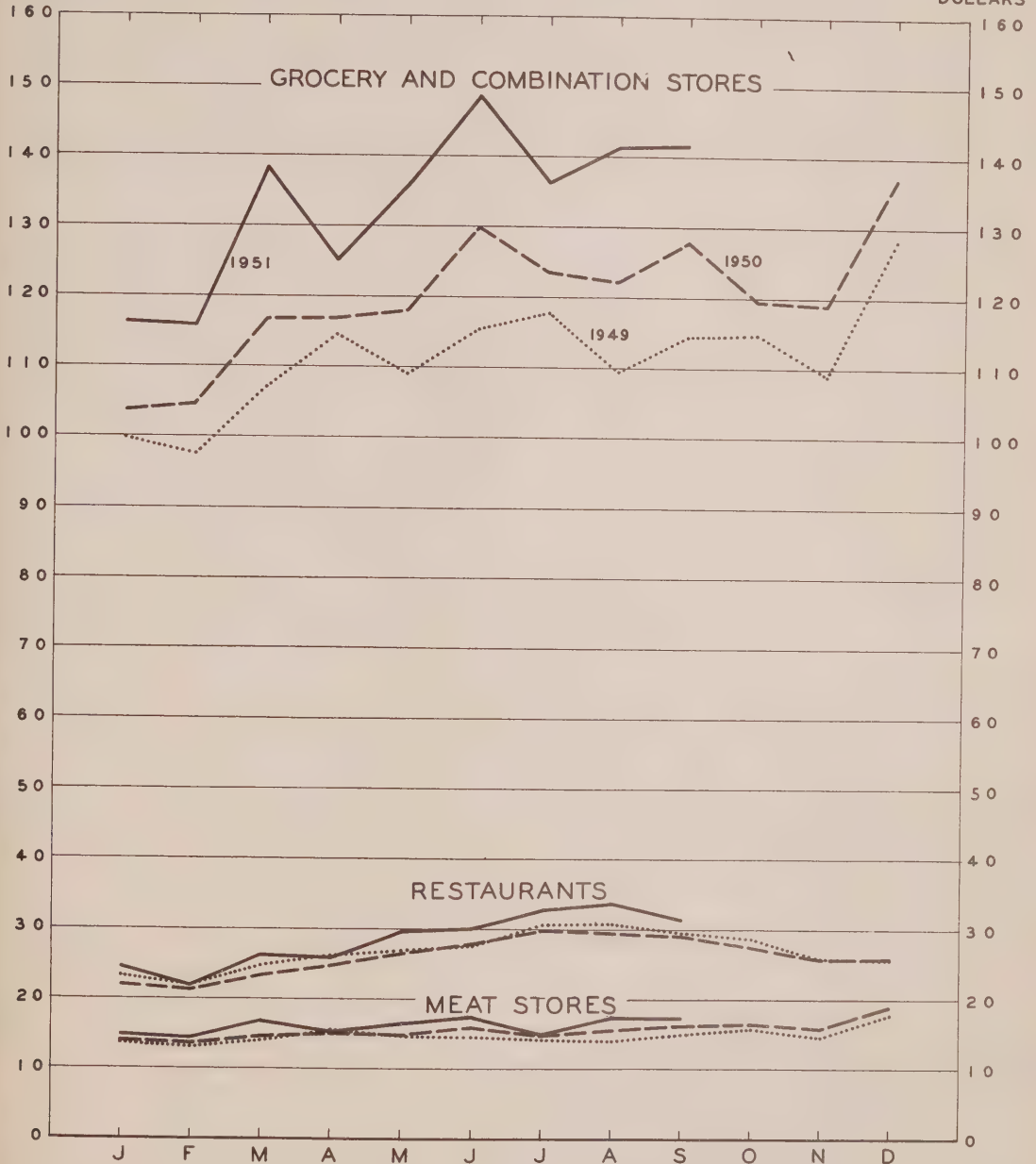
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>September 1950</u> \$'000	<u>September 1951</u> \$'000	<u>% Change Sept. 1951/Sept. 1950</u>
CANADA	4,440	5,140	+ 15.8
Maritime Provinces	180	260	+ 44.4
Quebec	1,120	1,320	+ 17.9
Ontario	2,200	2,460	+ 11.8
Manitoba	260	310	+ 19.2
Saskatchewan	130	150	+ 15.4
Alberta	230	260	+ 13.0
British Columbia	320	380	+ 18.8

MONTHLY SALES FOOD TRADES

MILLION
DOLLARS

MILLION
DOLLARS



PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September 1951 Over September 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+ 2.6	+ 0.1	+ 5.4	+ 1.4	- 0.6	+ 3.7	+ 9.0	- 0.5
Grocery & Combination....	+ 13.7	+ 8.1	+ 7.6	+ 18.9	+ 15.4	+ 6.9	+ 17.8	+ 15.1
Meat	+ 9.6	(b)	+ 18.5	+ 9.1	- 8.7	- 6.2	- 0.7	+ 2.8
Country General	+ 8.7	+ 12.1	+ 26.4	+ 7.4	+ 6.8	- 3.4	+ 0.3	+ 10.3
Department	- 7.5	- 24.6	- 8.7	- 9.7	- 2.4	- 4.3	+ 2.3	- 2.1
Variety	+ 6.6	+ 0.7	+ 6.0	+ 6.4	+ 12.5	+ 11.8	+ 13.6	+ 13.6
Motor Vehicle	+ 2.5	- 0.6	+ 26.5	- 3.8	+ 6.4	+ 1.0	+ 8.0	- 11.3
Garage & Filling Station.	+ 4.1	- 3.5	- 2.0	+ 8.3	- 13.1	+ 21.0	+ 5.8	- 1.2
Men's Clothing	+ 0.1	+ 12.0	- 5.9	- 0.3	+ 6.8	- 7.3	- 1.2	+ 7.2
Family Clothing	- 0.7	+ 3.8	- 7.1	- 3.4	+ 19.1	+ 12.3	+ 4.2	+ 2.0
Women's Clothing	+ 10.7	+ 14.1	(b)	+ 0.5	- 8.5	- 10.3	+ 7.0	- 7.5
Shoe	+ 2.3	+ 3.0	+ 1.6	+ 2.1	(a)	(b)	+ 13.3	+ 3.7
Hardware	- 2.3	- 7.9	+ 3.4	- 1.7	- 15.0	(a)	- 2.1	- 8.5
Lumber & Building Material	- 4.2	- 4.6	- 16.6	- 5.1	- 20.2	+ 12.3	+ 20.2	- 13.4
Furniture	- 16.3	- 19.7	- 19.9	- 10.1	- 39.5	- 19.2	- 11.9	- 27.3
Appliance and Radio	- 36.0	- 32.0	- 33.7	- 34.2	- 36.2	(b)	- 46.4	- 46.2
Restaurant	+ 7.0	+ 7.8	+ 2.2	+ 8.8	(a)	(a)	+ 11.3	+ 11.6
Coal & Wood	- 11.2	- 21.0	- 10.3	- 15.2	- 3.6	+ 36.8	(a)	- 1.3
Drug	+ 5.4	+ 4.5	+ 5.3	+ 7.5	- 1.7	+ 1.2	+ 4.5	+ 4.2
Jewellery	- 17.6	- 4.0	- 22.0	- 16.0	- 19.6	- 26.3	- 20.5	- 16.9
Tobacco	+ 9.9	+ 3.7	+ 6.4	+ 10.8	+ 10.0	+ 20.0	+ 7.7	+ 14.1
All Others	+ 3.6	+ 2.3	+ 3.5	- 0.5	+ 1.7	+ 4.5	+ 17.4	+ 6.0

(a) Unchanged (b) Not available.

PERCENTAGE CHANGES IN RETAIL TRADE
By Provinces and Kinds of Business

5.

(Without Adjustment for Price Changes)

January to September 1951 Over January to September 1950

Kind of Business or Store	CANADA	Mar. Prov.	Que.	Ont.	Man.	Sask.	Alta.	Br. Col.
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+ 11.5	+ 7.5	+ 12.2	+ 12.5	+ 13.2	+ 10.0	+ 13.1	+ 8.3
Grocery & Combination	+ 15.1	+ 9.4	+ 12.5	+ 19.3	+ 16.1	+ 10.8	+ 16.2	+ 10.0
Meat	+ 12.4	+ 17.5	+ 16.2	+ 11.1	+ 5.8	+ 10.2	+ 10.9	+ 10.3
Country General	+ 12.3	+ 10.9	+ 18.1	+ 11.0	+ 16.0	+ 7.7	+ 7.2	+ 18.1
Department	+ 4.7	- 4.7	+ 5.4	+ 2.4	+ 8.5	+ 8.9	+ 10.8	+ 7.0
Variety	+ 12.2	+ 8.9	+ 13.6	+ 11.2	+ 14.4	+ 10.2	+ 11.1	+ 20.0
Motor Vehicle	+ 22.9	+ 15.1	+ 29.6	+ 25.8	+ 24.7	+ 14.8	+ 28.4	+ 11.2
Garage & Filling Station..	+ 9.0	+ 3.9	+ 8.6	+ 10.3	+ 5.4	+ 5.5	+ 12.5	+ 10.7
Men's Clothing	+ 7.6	+ 5.4	+ 5.7	+ 8.4	+ 11.4	+ 7.4	+ 6.7	+ 9.9
Family Clothing	+ 6.9	+ 7.5	+ 1.9	+ 6.1	+ 21.6	+ 12.6	+ 18.2	+ 9.4
Women's Clothing	+ 8.5	+ 5.6	+ 16.1	+ 8.7	+ 7.8	+ 1.3	+ 4.2	- 0.9
Shoe	+ 7.2	+ 4.8	+ 11.3	+ 5.5	+ 2.6	+ 4.0	+ 5.1	+ 6.4
Hardware	+ 8.2	+ 0.5	+ 12.3	+ 8.9	+ 10.6	- 3.0	+ 7.4	+ 8.2
Lumber & Building Material	+ 6.0	+ 2.7	+ 2.8	+ 7.0	+ 8.8	+ 7.5	+ 7.7	+ 0.4
Furniture	- 0.9	- 9.8	+ 0.2	- 0.3	- 5.0	+ 10.9	+ 0.3	- 3.4
Appliance & Radio	- 0.7	- 8.1	+ 1.8	- 1.0	- 6.3	(b)	+ 11.9	- 14.1
Restaurant	+ 6.9	+ 6.5	+ 3.6	+ 10.4	+ 3.4	+ 1.2	+ 4.5	+ 6.9
Coal & Wood	- 3.0	- 4.4	+ 3.7	- 4.8	- 1.3	+ 4.6	- 18.4	- 19.9
Drug	+ 9.3	+ 9.4	+ 11.4	+ 9.1	+ 5.1	+ 11.3	+ 9.2	+ 8.2
Jewellery	- 1.3	- 1.3	- 4.7	+ 1.2	+ 1.1	- 7.4	- 8.7	+ 1.5
Tobacco	+ 7.3	+ 10.6	- 0.1	+ 10.5	+ 13.8	+ 14.0	+ 7.7	+ 6.5
All Others	+ 10.8	+ 9.5	+ 9.7	+ 11.0	+ 14.9	+ 14.9	+ 12.4	+ 7.6

(b) Not available

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

AUGUST, 1951

(revised)

(in thousands of dollars)

Kind of Business or Store	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	863,230	59,550	191,540	324,930	54,480	61,420	74,280	97,040
Grocery & Combination	141,290	10,660	40,070	59,680	5,930	5,320	6,950	12,690
Meat.....	17,370	540	4,940	5,480	820	740	1,430	3,410
Country General	49,170	3,370	10,550	10,270	3,760	8,420	5,710	4,090
Department	61,540	4,060	9,680	21,450	9,580	3,120	4,710	8,930
Variety	14,510	1,500	4,330	6,550	360	420	680	670
Motor Vehicle	134,150	7,320	30,200	48,200	10,050	9,100	11,390	17,890
Garage & Filling Station	58,660	3,790	11,320	22,570	3,650	6,670	4,070	6,490
Men's Clothing	11,960	860	2,690	5,300	670	230	840	1,320
Family Clothing	11,300	1,220	3,230	3,650	500	650	650	1,400
Women's Clothing	13,400	860	3,580	5,300	480	540	880	1,760
Shoe	7,510	590	2,100	3,400	230	160	350	680
Hardware	17,340	900	4,470	5,900	800	1,180	2,400	1,700
Lumber & Building Material	31,470	640	3,820	11,120	3,500	4,090	5,110	3,200
Furniture	12,150	520	3,300	5,730	240	240	790	1,330
Appliance & Radio	8,900	550	2,320	4,280	200	(b)	580	560
Restaurant	33,790	1,410	5,770	15,180	2,190	1,710	2,670	4,870
Coal & Wood	15,020	780	3,810	8,430	780	550	40	630
Drug	17,600	1,390	3,320	7,930	1,260	900	1,060	1,750
Jewellery	5,660	600	1,230	2,150	320	150	360	840
Tobacco	7,330	340	1,700	4,000	110	220	250	700
All Others	193,110	14,650	39,110	68,260	9,050	16,540	23,360	22,130

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

SEPTEMBER, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	850,520	57,220	194,720	322,800	55,340	54,670	71,630	94,080
Grocery & Combination	141,460	11,030	39,700	60,580	6,010	4,970	7,160	12,060
Meat	17,220	(b)	5,250	5,900	730	760	1,340	2,590
Country General	48,460	6,210	11,290	8,380	3,280	9,100	6,340	3,850
Department	72,420	4,260	12,140	26,290	10,990	3,540	5,380	9,820
Variety	15,030	1,440	4,560	6,950	360	380	670	670
Motor Vehicle	128,510	6,750	27,740	44,970	10,800	8,820	10,520	18,910
Garage & Filling Station	55,570	3,820	10,450	22,340	2,920	6,690	3,490	5,850
Men's Clothing	13,560	1,030	2,890	6,300	630	380	850	1,480
Family Clothing	13,130	1,360	3,510	4,270	560	1,190	740	1,500
Women's Clothing	15,790	810	(b)	6,030	430	520	1,070	1,850
Shoe	9,180	680	2,600	4,320	250	(b)	340	850
Hardware	17,870	930	4,570	5,790	1,020	1,280	2,330	1,940
Lumber & Building Material ..	28,370	620	3,120	10,520	3,200	3,470	4,760	2,590
Furniture	12,440	570	3,470	6,040	230	210	740	1,170
Appliance & Radio	8,690	660	2,720	3,760	300	(b)	520	570
Restaurant	31,270	1,250	5,530	13,210	2,240	1,540	3,060	4,440
Coal & Wood	17,570	980	4,270	9,230	1,330	930	90	740
Drug	18,150	1,400	3,590	8,280	1,130	860	1,170	1,720
Jewellery	5,400	480	1,350	2,000	370	140	310	740
Tobacco	7,640	280	2,000	4,010	110	240	280	730
All Others	172,690	11,950	38,900	53,630	8,370	9,350	20,470	20,010

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

ESTIMATED RETAIL TRADE - BY PROVINCES AND KINDS OF BUSINESS

JANUARY - SEPTEMBER, 1951

(in thousands of dollars)

Kind of Business or Store	CANADA [†]	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES.....	7,304,670	504,960	1,647,110	2,848,080	475,420	419,700	580,410	829,130
Grocery & Combination	1,199,300	94,690	343,770	505,610	50,610	40,140	59,950	104,570
Meat.....	144,830	4,240	44,950	48,760	5,810	5,850	10,870	24,340
Country General.....	386,410	52,230	86,330	77,110	27,910	64,680	48,340	29,810
Department.....	598,980	39,240	97,750	218,480	91,030	29,330	42,540	80,610
Variety.....	123,800	11,960	37,520	57,130	3,020	3,250	5,510	5,570
Motor Vehicle.....	1,294,100	73,750	244,580	507,040	106,600	71,530	96,890	193,710
Garage & Filling Station...	446,550	28,030	94,180	182,420	23,210	36,370	29,710	52,680
Men's Clothing	117,650	8,730	29,140	52,470	5,280	3,210	7,660	11,190
Family Clothing.....	106,660	11,800	31,030	34,410	4,340	6,890	5,710	12,490
Women's Clothing	127,460	6,830	36,580	48,990	4,260	5,270	9,180	16,340
Shoe	72,400	5,010	23,170	31,890	2,010	1,290	2,870	6,110
Hardware	148,890	7,560	37,260	51,800	8,210	9,550	19,820	14,730
Lumber & Building Material.	228,250	4,930	28,990	89,510	26,330	23,430	32,160	22,890
Furniture	108,930	5,240	29,550	51,870	2,540	2,230	6,200	11,220
Appliance & Radio	101,510	7,810	28,760	45,800	2,970	2,410	7,440	6,320
Restaurant	256,330	11,020	47,670	109,320	18,010	12,430	22,760	35,150
Coal & Wood	140,370	8,890	35,490	74,640	9,130	5,870	930	5,430
Drug	158,080	12,400	32,860	69,350	10,210	7,770	9,890	15,630
Jewellery	43,980	3,780	10,860	16,580	2,840	1,120	2,730	6,050
Tobacco	66,780	2,720	16,840	36,110	990	1,870	2,230	6,030
All Others	1,433,410	104,100	310,030	538,790	70,010	85,210	157,020	168,260

[†] Canada totals do not include Newfoundland, North West Territories and Yukon figures.

DEPARTMENT STORE SALES AND STOCKS

September 1950 and September 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	Sept. 1950 (\$000)	Sept. 1951 (\$000)	% Change 1951/50	Aug. 31 1951 (\$000)	Stock/Sales Ratio September 1951
TOTAL, All Departments	78,320	72,420	- 7.5	232,900	3.2
1. Women's and Misses' Dresses	2,340	2,320	- 0.9	4,180	1.8
2. Women's and Misses' Coats and Suits....	2,970	2,610	- 12.1	5,510	2.1
3. Women's and Misses' Sportswear.....	2,020	2,010	- 0.5	5,740	2.9
4. Furs	1,870	1,280	- 31.6	7,100	5.5
5. Girls' and Infants' Wear.....	4,710	4,390	- 6.8	9,370	2.1
6. Lingerie and Corsets	2,660	2,570	- 3.4	7,340	2.9
7. Aprons, Housedresses and Uniforms.....	450	430	- 4.4	890	2.1
8. Millinery	1,200	1,160	- 3.3	1,170	1.0
9. Hosiery and Apparel Accesories	3,130	3,180	+ 1.6	8,810	2.8
0. Women's, Misses' and Children's Shoes..	3,480	3,450	- 0.9	12,400	3.6
1. Ladies' Apparel and Accessories, TOTAL 1- 10	24,830	23,400	- 5.8	62,510	2.7
2. Men's Clothing	2,860	2,480	- 13.3	8,910	3.6
3. Men's Furnishings	3,640	3,230	- 11.3	12,910	4.0
4. Boys' Clothing and Furnishings	2,510	2,340	- 6.8	7,620	3.3
5. Men's and Boys' Shoes	1,270	1,190	- 6.3	5,050	4.2
6. Food and Kindred Products	4,500	4,730	+ 5.1	4,670	0.9
7. Toiletries, Cosmetics and Drugs.....	1,450	1,580	+ 9.0	4,670	3.0
8. Photographic Equipment and Supplies....	190	200	+ 5.3	860	4.3
9. Piece Goods	2,060	1,880	- 8.7	9,470	5.0
0. Linens and Domestics	3,340	2,860	- 14.4	8,950	3.1
1. Smallwares	1,560	1,570	+ 0.6	5,770	3.7
2. China and Glassware	1,070	1,070	(a)	7,000	6.5
3. Home Furnishings	4,770	4,310	- 9.6	22,260	5.2
4. Furniture	4,930	4,310	- 12.6	13,340	3.1
5. Major Appliances	3,790	2,230	- 41.2	9,740	4.4
6. Radio and Music	1,250	910	- 27.2	4,510	5.0
7. Hardware and Housewares	4,260	4,170	- 2.1	12,290	2.9
8. Jewellery	1,430	1,300	- 9.1	8,750	6.7
9. Sporting Goods and Luggage	1,920	1,800	- 6.2	11,270	6.3
0. Stationery, Books and Magazines.....	1,340	1,330	- 0.7	3,900	2.9
1. All Other Departments	5,350	5,530	+ 3.4	8,450	1.5

NOTE: Canada totals do not include Newfoundland figures.

) Change of less than .05 per cent.

Stock/Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, SEPTEMBER, 1951
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	CANADA			MARITIME
TOTAL, ALL TRADES.....	850,520	156,610	693,910	57,220
Grocery and Combination ..	141,560	52,840	88,720	11,080
Meat	17,220	520	16,700	660
Country General	48,460	1,300	47,160	6,210
Department	72,420	-	72,420	4,260
Variety	15,030	13,010	2,020	1,440
Motor Vehicle	128,510	2,370	126,130	6,750
Garage & Filling Station..	55,570	280	55,280	3,820
Men's Clothing	13,560	1,260	12,310	1,030
Family Clothing	13,130	3,030	10,100	1,360
Women's Clothing	15,790	3,050	12,740	810
Shoe	9,180	3,230	5,950	680
Hardware	17,870	(1)	(1)	930
Lumber & Building Material	28,370	7,190	21,170	620
Furniture.....	12,440	3,020	9,420	570
Appliance & Radio	8,690	2,180	6,510	660
Restaurant	31,270	1,730	29,550	1,250
Coal & Wood	17,570	(1)	(1)	980
Drug	18,150	2,440	15,720	1,400
Jewellery	5,400	2,040	3,360	480
Tobacco	7,640	1,420	6,220	280
All Others	172,690	54,210	118,470	11,950
	MANITOBA			SASKAT- CHEWAN
TOTAL, ALL TRADES.....	55,340	7,280	48,060	54,670
Grocery and Combination...	6,010	2,410	3,600	4,970
Meat	730	-	730	760
Country General	3,280	-	3,280	9,100
Department	10,990	-	10,990	3,540
Variety	360	360	-	380
Motor Vehicle.....	10,800	(1)	(1)	8,820
Garage & Filling Station..	2,920	(1)	(1)	6,690
Men's Clothing	630	(1)	(1)	380
Family Clothing	560	90	480	1,190
Women's Clothing	430	140	290	520
Shoes.....	250	50	210	140
Hardware	1,020	(1)	(1)	1,280
Lumber & Building Material	3,280	790	2,490	3,470
Furniture	230	-	230	210
Appliance & Radio	300	(1)	(1)	160
Restaurant	2,240	100	2,130	1,540
Coal & Wood	1,330	-	1,330	930
Drug	1,130	(1)	(1)	860
Jewellery	370	(1)	(1)	140
Tobacco	110	(1)	(1)	240
All Others	8,370	2,430	5,950	9,350

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

**ESTIMATED RETAIL TRADE - CHAIN AND INDEPENDENT
BY PROVINCES AND KINDS OF BUSINESS, SEPTEMBER, 1951**
(in thousands of dollars)

11

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
PROVINCES			QUEBEC			ONTARIO	
11,330	45,890	194,720	31,390	163,330	322,800	72,310	250,490
2,030	9,050	39,700	9,770	29,930	60,580	29,770	30,810
(b)	(b)	5,250	-	5,250	5,900	460	5,440
270	5,940	11,290	430	10,860	8,380	310	8,080
-	4,260	12,140	-	12,140	26,290	-	26,290
1,280	160	4,560	3,560	1,000	6,950	6,250	700
(1)	(1)	27,740	(1)	(1)	44,970	(1)	(1)
(1)	(1)	10,450	(1)	(1)	22,340	(1)	(1)
(1)	(1)	2,890	150	2,740	6,300	890	5,410
(1)	(1)	3,510	970	2,540	4,270	740	3,530
70	740	5,070	(b)	(b)	6,030	1,410	4,630
(1)	(1)	2,600	780	1,820	4,320	1,900	2,420
(1)	(1)	4,570	(1)	(1)	5,790	(1)	(1)
-	620	3,120	-	3,120	10,520	(1)	(1)
(1)	(1)	3,470	1,410	2,060	6,040	1,140	4,910
(1)	(1)	2,720	850	1,860	3,760	880	2,880
(1)	(1)	5,530	540	5,000	13,210	730	12,480
-	980	4,270	-	4,270	9,230	(1)	(1)
130	1,280	3,590	340	3,250	8,280	1,260	7,010
(1)	(1)	1,350	(1)	(1)	2,000	790	1,200
(1)	(1)	2,000	460	1,540	4,010	(1)	(1)
5,760	6,190	38,900	9,980	28,920	63,630	23,000	40,640
SASKAT- CHEWAN			ALBERTA			BRITISH COLUMBIA	
7,800	46,870	71,630	10,880	60,750	94,090	15,670	78,420
(1)	(1)	7,160	(1)	(1)	12,060	4,710	7,350
(1)	(1)	1,340	-	1,340	2,590	(1)	(1)
(1)	(1)	6,340	(1)	(1)	3,850	(1)	(1)
-	3,540	5,380	-	5,380	9,830	-	9,830
370	10	670	600	70	670	600	60
(1)	(1)	10,520	(1)	(1)	18,910	(1)	(1)
-	6,690	3,490	-	3,490	5,850	(1)	(1)
(1)	(1)	850	(1)	(1)	1,480	(1)	(1)
700	490	740	(1)	(1)	1,500	(1)	(1)
130	390	1,070	190	880	1,850	420	1,430
(1)	(1)	340	80	250	850	220	630
-	1,280	2,330	(1)	(1)	1,940	(1)	(1)
2,270	1,200	4,760	2,670	2,090	2,590	(1)	(1)
(1)	(1)	740	-	740	1,170	370	800
(b)	(b)	520	140	380	570	110	460
(1)	(1)	3,060	40	3,010	4,440	270	4,170
-	930	90	-	90	740	-	740
(1)	(1)	1,170	150	1,030	1,720	480	1,230
(1)	(1)	310	(1)	(1)	740	(1)	(1)
(1)	(1)	280	(1)	(1)	730	(1)	(1)
2,420	6,930	20,470	3,480	16,990	20,010	7,150	12,860

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-September 1950 and January-to-September 1951

Department	SALES		
	Jan.-to-Sept. 1950 (\$'000)	Jan. - to-Sept. 1951 (\$'000)	% Change 1951/1950
TOTAL, All Departments.....	571,940	598,870	+ 4.7
1. Women's and Misses' Dresses.....	22,440	23,830	+ 6.2
2. Women's and Misses' Coats and Suits..	19,910	19,060	- 4.3
3. Women's and Misses' Sportswear.....	14,700	15,950	+ 8.5
4. Furs.....	7,390	6,750	- 8.7
5. Girls' and Infants' Wear	21,630	23,070	+ 6.7
6. Lingerie and Corsets	20,950	22,180	+ 5.9
7. Aprons, Housedresses and Uniforms....	5,440	5,090	- 6.4
8. Millinery	6,140	6,360	+ 3.6
9. Hosiery and Apparel Accessories.....	20,900	22,420	+ 7.3
10. Women's, Misses' and Children's Shoes	24,320	26,490	+ 8.9
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	163,820	171,200	+ 4.5
12. Men's Clothing	19,780	20,630	+ 4.3
13. Men's Furnishings	22,830	23,590	+ 3.3
14. Boys' Clothing and Furnishings.....	14,250	15,070	+ 5.8
15. Men's and Boys' Shoes	9,350	10,250	+ 9.6
16. Food and Kindred Products	41,140	44,050	+ 7.1
17. Toiletries, Cosmetics and Drugs	12,900	14,230	+ 10.3
18. Photographic Equipment and Supplies..	1,610	1,840	+ 14.3
19. Piece Goods	17,550	17,490	- 0.3
20. Linens and Domestics	22,300	23,350	+ 4.7
21. Smallwares.....	12,330	12,920	+ 4.8
22. China and Glassware	7,840	8,380	+ 6.9
23. Home Furnishings	38,310	40,310	+ 5.2
24. Furniture	39,590	39,110	- 1.2
25. Major Appliances	25,750	24,630	- 4.3
26. Radio and Music	7,700	7,840	+ 1.8
27. Hardware and Housewares	36,620	40,010	+ 9.3
28. Jewellery	10,120	10,940	+ 8.1
29. Sporting Goods and Luggage	16,210	16,700	+ 3.0
30. Stationery, Books and Magazines.....	8,180	8,310	+ 1.6
31. All Other Departments	43,760	48,020	+ 9.7

NOTE: Canada totals do not include Newfoundland figures.

Lacking Oct. 1951

63-005



Canada
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

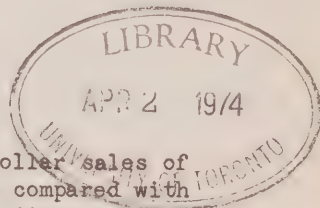
Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIII - No. 11
14

\$2.00 a year

RETAIL TRADE

NOVEMBER, 1951



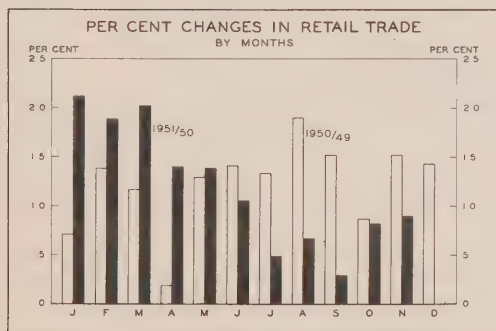
Canada's retail stores had estimated dollar sales of \$906,700,000 in November 1951, a 9% increase compared with November 1950 sales of \$831,840,000. In the first eleven months of 1951, sales volume rose to \$9,439,950,000, up 11% compared with January-November 1950 sales of \$8,491,050,000 and approximately equal to the 1950 twelve month total of \$9,467,400,000.

TOTAL RETAIL TRADE IN CANADA

Month	1950 \$ '000	(1) 1951 \$ '000	% Change 1951/1950
Jan. to Sept.	6,828,770	7,634,560	+ 11.8
October	830,440	898,690	+ 8.2
November	831,840	906,700	+ 9.0
TOTAL	8,491,050	9,439,950	+ 11.2

(1) Final 1950 estimates.

All but two of the twenty - one trades reported November 1951 sales in excess of November 1950 sales volume. A 23% gain in coal and wood dealers' sales was the largest gain followed closely by a 20% increase for grocery and combination stores. Variety stores recorded a large gain of 16%. All trades in the apparel group showed increased sales, with a 17% gain by shoe stores being the largest. Tobacco store sales were up 14% and country general store sales, 13%.



UNIVERSITY OF TORONTO
DEPT. OF MERCHANDISING

Prepared in Merchandising & Services Section

The "All Others" trade group had a 15% increase; the major kinds of business in this category are government liquor stores, farm implement dealers, farmers' feed and supply stores, used car dealers, florists and office-and-store appliance dealers.

A 14% decline in appliance and radio dealers' sales was the larger of two decreases reported in November 1951 compared with the same month in 1950. Lumber and building material dealers' sales were off 8%.

The largest regional gain recorded in November 1951 was one of 15% in Saskatchewan. All other increases ranged closely around the overall gain of 9% for Canada, a 4% increase in Manitoba being the most moderate.

Department store sales and stocks for November 1950 and 1951 are shown in a table on Page 10. Sales were up a moderate 4% while the value of stocks held on November 1, 1951 was \$241 millions, 16% above their value on November 1, 1950 when they totalled \$207 millions.

Following is a review of sales estimates of chain office-and-store appliance dealers' sales, by provinces, for November 1950 and 1951:

Chain Office-and-Store Appliance Dealers' Sales

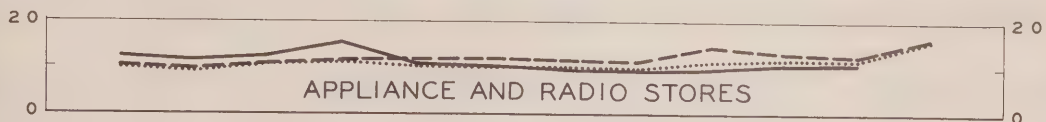
<u>Province</u>	<u>November 1950 \$ '000</u>	<u>November 1951 \$ '000</u>	<u>% Change Nov. 1951/Nov. 1950</u>
CANADA	4,840	5,210	+ 7.6
Maritime Provinces	170	210	+ 23.5
Quebec	1,100	1,190	+ 8.2
Ontario	2,480	2,660	+ 7.3
Manitoba	250	340	+ 36.0
Saskatchewan	160	110	- 31.2
Alberta	260	270	+ 3.8
British Columbia	420	430	+ 2.4

MONTHLY SALES FURNITURE—APPLIANCE—AUTOMOTIVE TRADES

MILLION
DOLLARS
20
0

MILLION
DOLLARS
20
0

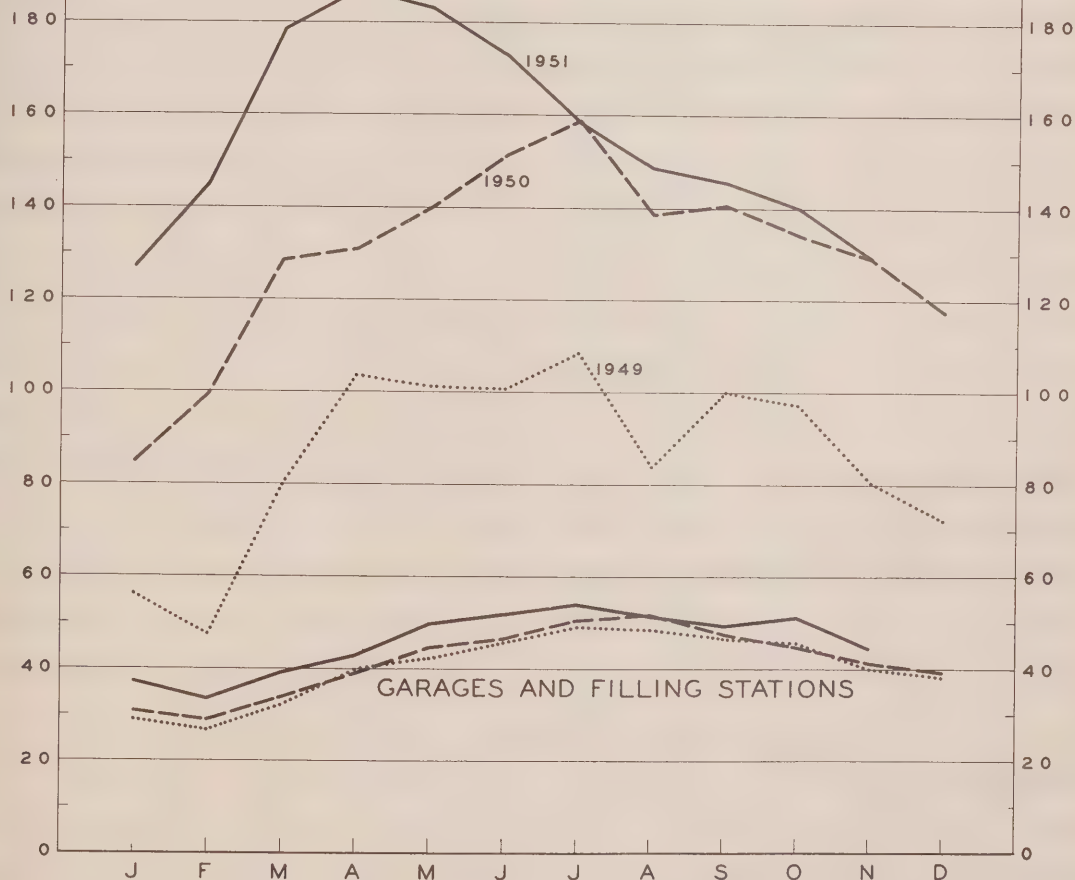
FURNITURE STORES



APPLIANCE AND RADIO STORES

200
180
160
140
120
100
80
60
40
20
0

MOTOR VEHICLE DEALERS



GARAGES AND FILLING STATIONS

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

November 1951 Over November 1950

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 9.0	+ 9.0	+ 10.2	+ 8.4	+ 4.1	+ 14.8	+ 8.5	+ 9.2
Grocery & Combination	+ 19.6	+ 14.8	+ 16.0	+ 24.0	+ 15.7	+ 18.0	+ 15.6	+ 20.2
Meat	+ 11.3	(b)	+ 11.1	+ 11.0	+ 23.4	- 2.5	+ 11.7	+ 6.9
Country General	+ 13.0	+ 14.1	+ 19.0	+ 12.2	+ 7.3	+ 7.5	+ 9.2	+ 21.6
Department	+ 3.8	- 1.7	+ 10.0	+ 2.6	+ 0.2	+ 0.8	+ 3.3	+ 9.7
Variety	+ 15.6	+ 13.6	+ 11.3	+ 17.3	+ 11.9	+ 25.0	+ 15.1	+ 28.6
Motor Vehicle	+ 0.2	- 8.1	+ 0.3	- 7.5	+ 17.8	+ 17.9	+ 5.1	+ 3.7
Garage & Filling Station	+ 7.9	+ 9.6	+ 9.2	+ 8.2	- 4.1	+ 19.5	- 8.5	+ 11.9
Men's Clothing	+ 6.1	+ 15.0	+ 12.4	+ 4.7	- 8.5	+ 5.4	+ 4.2	+ 6.0
Family Clothing	+ 6.3	+ 29.5	+ 3.3	+ 2.2	(a)	+ 13.9	- 4.3	+ 10.2
Women's Clothing	+ 7.8	+ 14.6	+ 2.7	+ 10.5	+ 5.6	+ 18.8	+ 5.7	+ 5.8
Shoe	+ 16.6	+ 38.9	+ 26.5	+ 11.7	- 8.0	(b)	+ 14.7	+ 4.8
Hardware	+ 1.7	+ 8.2	+ 1.7	+ 1.3	- 7.0	+ 17.6	+ 2.0	- 6.2
Lumber & Building Material ...	- 8.3	- 3.0	- 9.6	- 11.6	- 23.2	- 9.4	+ 14.1	+ 3.7
Furniture	+ 8.2	+ 1.7	+ 7.6	+ 3.8	- 14.3	+ 44.0	+ 28.6	+ 17.6
Appliance and Radio	- 13.6	- 6.1	- 21.0	- 17.3	- 6.4	(b)	- 6.3	- 9.3
Restaurant	+ 3.2	+ 8.8	+ 3.3	- 2.4	+ 2.1	+ 10.1	+ 17.3	+ 7.0
Coal & Wood	+ 23.2	+ 18.8	+ 33.7	+ 28.7	+ 4.4	+ 12.7	- 18.2	- 8.3
Drug	+ 9.4	+ 9.7	+ 13.3	+ 7.4	+ 0.9	+ 12.4	+ 10.9	+ 13.9
Jewellery	+ 7.6	+ 19.6	+ 2.0	+ 9.9	+ 7.5	- 4.8	+ 12.5	+ 6.1
Tobacco	+ 13.9	+ 8.0	+ 6.3	+ 17.4	+ 20.0	+ 21.1	+ 16.7	+ 11.3
All Others	+ 15.3	+ 13.9	+ 14.9	+ 17.1	+ 8.2	+ 38.7	+ 10.9	+ 9.1

(a) Unchanged (b) Not available.

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to November 1951 Over January to November 1950

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 11.2	+ 7.8	+ 12.5	+ 11.9	+ 11.0	+ 11.5	+ 11.5	+ 7.8
Grocery & Combination.....	+ 15.6	+ 10.0	+ 13.1	+ 19.8	+ 16.7	+ 11.8	+ 15.6	+ 10.9
Meat	+ 12.6	+ 20.5	+ 16.6	+ 11.1	+ 7.4	+ 8.5	+ 12.5	+ 10.0
Country General	+ 12.9	+ 11.5	+ 18.2	+ 10.9	+ 14.6	+ 9.8	+ 8.4	+ 19.3
Department	+ 3.8	- 4.7	+ 5.3	+ 1.9	+ 6.0	+ 6.5	+ 7.9	+ 6.1
Variety	+ 13.0	+ 10.2	+ 13.9	+ 12.4	+ 13.7	+ 12.0	+ 11.7	+ 21.9
Motor Vehicle	+ 19.4	+ 12.6	+ 26.2	+ 20.8	+ 22.8	+ 15.8	+ 22.6	+ 8.8
Garage & Filling Station	+ 9.6	+ 7.6	+ 8.2	+ 11.0	+ 4.1	+ 8.4	+ 11.9	+ 11.2
Men's Clothing	+ 6.7	+ 6.7	+ 6.1	+ 6.7	+ 5.6	+ 5.3	+ 7.9	+ 8.7
Family Clothing	+ 6.8	+ 10.0	+ 3.2	+ 5.5	+ 15.3	+ 13.4	+ 13.9	+ 7.6
Women's Clothing	+ 9.9	+ 5.7	+ 19.8	+ 9.3	+ 5.5	+ 2.7	+ 4.9	- 0.4
Shoe	+ 8.1	+ 9.2	+ 12.7	+ 6.5	+ 0.8	+ 7.8	+ 1.7	+ 6.4
Hardware	+ 6.8	+ 0.6	+ 10.4	+ 8.1	+ 5.8	+ 2.1	+ 4.5	+ 4.9
Lumber & Building Material....	+ 3.6	- 0.6	+ 0.7	+ 4.4	+ 3.8	+ 3.9	+ 5.8	+ 1.1
Furniture	- 1.1	- 10.2	+ 0.7	- 1.2	- 12.1	+ 12.4	+ 1.2	- 2.3
Appliance and Radio	- 4.3	- 9.8	- 4.2	- 3.8	- 10.5	(b)	+ 1.0	- 16.2
Restaurant	+ 6.5	+ 7.7	+ 3.6	+ 8.9	+ 2.7	+ 1.3	+ 6.3	+ 7.8
Coal & Wood	+ 0.8	- 2.8	+ 7.2	+ 0.4	- 2.1	+ 5.9	- 16.5	- 18.2
Drug	+ 9.6	+ 9.5	+ 11.5	+ 9.4	+ 5.3	+ 10.9	+ 9.6	+ 9.5
Jewellery	- 1.5	+ 0.6	- 5.3	+ 0.3	+ 0.6	- 3.9	- 6.2	+ 1.3
Tobacco	+ 8.7	+ 11.4	+ 0.8	+ 11.9	+ 17.8	+ 16.8	+ 9.5	+ 7.3
All Others	+ 11.6	+ 9.9	+ 10.7	+ 12.2	+ 13.6	+ 17.2	+ 12.1	+ 7.7

(b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

OCTOBER, 1951
(revised)

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	898,690	58,400	212,590	341,690	59,040	61,160	72,060	93,740
Grocery & Combination	140,760	10,750	40,240	58,160	6,270	4,880	7,630	12,830
Meat	18,040	460	5,110	6,360	770	890	1,730	2,710
Country General	49,340	5,800	10,610	8,390	4,200	9,650	6,980	3,700
Department	81,290	5,530	12,780	29,140	12,510	4,870	6,000	10,450
Variety	15,980	1,640	4,730	7,290	410	450	730	730
Motor Vehicle	139,860	8,030	34,220	46,790	9,710	11,590	9,040	20,490
Garage & Filling Station	50,890	3,070	10,750	21,630	2,850	4,540	3,860	4,200
Men's Clothing	15,580	1,030	3,300	7,170	690	670	1,200	1,520
Family Clothing	17,030	1,740	5,330	4,780	640	2,030	960	1,550
Women's Clothing	14,460	930	4,130	4,990	480	800	1,180	1,940
Shoe	8,080	690	2,230	3,630	240	180	410	710
Hardware	19,080	1,030	4,580	6,490	1,060	1,600	2,720	1,620
Lumber & Building Material	34,390	720	3,870	15,730	3,570	3,230	3,980	3,290
Furniture	12,530	590	3,870	5,530	230	300	730	1,300
Appliance & Radio	10,590	700	2,840	4,720	350	440	830	700
Restaurant	33,320	1,250	6,940	13,670	2,780	1,500	3,090	4,080
Coal & Wood	20,870	1,150	5,130	10,910	1,540	1,140	110	880
Drug	19,620	1,580	3,860	8,700	1,180	1,080	1,280	1,950
Jewellery	5,990	430	1,430	2,480	320	170	400	750
Tobacco	7,620	250	1,700	4,330	120	230	280	700
All Others	183,370	11,030	44,940	70,800	9,130	10,920	18,920	17,640

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

Estimated Retail Trade — By Provinces and Kinds of Business

NOVEMBER, 1951

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	906,700	59,710	219,560	342,800	62,200	54,260	71,480	96,680
Grocery & Combination	145,780	10,940	41,310	60,850	6,200	5,050	7,770	13,660
Meat	17,660	(b)	5,000	6,040	790	790	1,720	2,790
Country General	47,230	5,740	10,480	8,640	4,090	7,640	6,520	4,110
Department	101,900	6,790	16,220	38,560	15,780	5,200	6,810	12,540
Variety	17,370	1,750	4,810	8,150	470	550	840	810
Motor Vehicle	129,210	6,940	30,160	42,390	9,610	10,200	9,110	20,800
Garage & Filling Station	44,270	2,850	10,480	18,700	2,840	3,000	2,370	4,030
Men's Clothing	18,600	1,150	4,260	8,510	1,080	780	1,240	1,580
Family Clothing	17,950	2,020	5,350	5,540	840	1,800	890	1,510
Women's Clothing	14,450	1,100	3,820	5,070	570	760	1,110	2,020
Shoe	9,750	750	2,960	4,590	230	(b)	390	650
Hardware	17,520	1,060	4,130	5,500	1,060	1,600	2,530	1,650
Lumber & Building Material	29,460	640	3,120	13,120	2,920	2,700	3,890	3,080
Furniture	13,950	610	4,400	5,770	300	360	1,080	1,400
Appliance & Radio	10,780	770	2,480	4,460	440	(b)	1,480	680
Restaurant	30,080	1,240	6,960	11,150	2,440	1,530	3,260	3,510
Coal & Wood	22,110	1,390	5,630	10,890	1,660	1,240	180	1,110
Drug	18,560	1,470	3,830	8,030	1,130	1,000	1,220	1,880
Jewellery	6,920	550	1,550	2,880	430	200	450	870
Tobacco	7,800	270	1,690	4,520	120	230	280	690
All Others	185,370	11,170	50,920	69,440	9,200	8,990	18,340	17,310

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

NOVEMBER, 1951

(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	Canada			Maritime
TOTAL, ALL TRADES	906,700	155,290	751,410	59,710
Grocery and Combination	145,780	57,260	88,520	10,940
Meat	17,660	570	17,080	510
Country General	47,230	1,480	45,750	5,740
Department	101,900	-	101,900	6,790
Variety	17,370	15,110	2,260	1,750
Motor Vehicle	129,210	2,190	127,020	6,940
Garage & Filling Station	44,270	240	44,030	2,850
Men's Clothing	18,600	2,200	16,400	1,150
Family Clothing	17,950	4,300	13,650	2,020
Women's Clothing	14,450	3,570	10,880	1,100
Shoe	9,750	3,960	5,800	750
Hardware	17,520	(1)	(1)	1,060
Lumber & Building Material	29,460	6,740	22,720	640
Furniture	13,930	3,040	10,880	610
Appliance & Radio	10,780	2,610	8,170	770
Restaurant	30,080	2,010	28,070	1,240
Coal & Wood	22,110	(1)	(1)	1,390
Drug	18,560	2,470	16,090	1,470
Jewellery	6,920	2,940	3,990	550
Tobacco	7,800	1,380	6,420	270
All Others	185,370	41,700	143,670	11,170
	Manitoba			Saskatchewan
TOTAL, ALL TRADES	62,200	7,240	54,960	54,260
Grocery & Combination	6,200	2,670	3,530	5,050
Meat	790	-	790	790
Country General	4,090	(1)	(1)	7,640
Department	15,780	-	15,780	5,200
Variety	470	470	-	550
Motor Vehicle	9,610	(1)	(1)	10,200
Garage & Filling Station	2,840	(1)	(1)	3,000
Men's Clothing	1,080	(1)	(1)	780
Family Clothing	840	100	740	1,800
Women's Clothing	570	170	400	760
Shoe	230	50	180	180
Hardware	1,060	(1)	(1)	1,600
Lumber & Building Material	2,920	860	2,060	2,700
Furniture	300	-	300	360
Appliance & Radio	440	(1)	(1)	460
Restaurant	2,440	100	2,340	1,530
Coal & Wood	1,660	-	1,660	1,240
Drug	1,130	(1)	(1)	1,000
Jewellery	430	(1)	(1)	200
Tobacco	120	(1)	(1)	230
All Others	9,200	2,280	6,920	8,990

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

NOVEMBER, 1951

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
Provinces			Quebec			Ontario	
9,940	49,770	219,560	31,880	187,680	342,800	74,010	268,790
2,100	8,840	41,310	11,900	29,410	60,850	31,290	29,560
(b)	(b)	5,000	-	5,000	6,040	530	5,510
230	5,510	10,480	470	10,020	8,640	260	8,380
-	6,790	16,220	-	16,220	38,560	-	38,560
1,550	200	4,810	3,750	1,060	8,150	7,330	820
(1)	(1)	30,160	(1)	(1)	42,390	(1)	(1)
(1)	(1)	10,480	(1)	(1)	18,700	(1)	(1)
(1)	(1)	4,260	280	3,980	8,510	1,670	6,850
(1)	(1)	5,350	1,630	3,720	5,540	1,110	4,430
80	1,010	3,820	680	3,130	5,070	1,740	3,340
(1)	(1)	2,960	1,270	1,690	4,590	2,220	2,360
(1)	(1)	4,130	(1)	(1)	5,500	(1)	(1)
-	640	3,120	(1)	(1)	13,120	(1)	(1)
(1)	(1)	4,400	1,490	2,910	5,770	950	4,830
(1)	(1)	2,480	1,030	1,450	4,460	850	3,600
(1)	(1)	6,960	550	6,410	11,150	870	10,280
-	1,390	5,630	-	5,630	10,890	(1)	(1)
140	1,330	3,830	230	3,600	8,030	1,290	6,730
(1)	(1)	1,550	(1)	(1)	2,880	1,390	1,490
(1)	(1)	1,690	420	1,280	4,520	(1)	(1)
3,570	7,600	50,920	6,810	44,120	69,440	19,300	50,140
Saskatchewan			Alberta			British Columbia	
7,530	46,730	71,480	10,700	60,780	96,680	14,010	82,670
(1)	(1)	7,770	(1)	(1)	13,660	4,960	8,700
(1)	(1)	1,720	-	1,720	2,790	(1)	(1)
(1)	(1)	6,520	(1)	(1)	4,110	(1)	(1)
-	5,200	6,810	-	6,810	12,540	-	12,540
540	10	840	740	90	810	730	80
(1)	(1)	9,110	(1)	(1)	20,800	(1)	(1)
-	3,000	2,370	-	2,370	4,030	(1)	(1)
(1)	(1)	1,240	(1)	(1)	1,580	(1)	(1)
840	960	890	(1)	(1)	1,510	(1)	(1)
190	580	1,110	220	890	2,020	490	1,530
(1)	(1)	390	90	300	650	120	530
-	1,600	2,530	(1)	(1)	1,650	(1)	(1)
1,770	930	3,890	2,320	1,570	3,080	(1)	(1)
(1)	(1)	1,080	-	1,080	1,400	460	940
(b)	(b)	1,480	260	1,220	680	80	610
(1)	(1)	3,260	40	3,220	3,510	420	3,090
-	1,240	180	-	180	1,110	-	1,110
(1)	(1)	1,220	160	1,050	1,880	500	1,390
(1)	(1)	450	(1)	(1)	870	(1)	(1)
(1)	(1)	280	(1)	(1)	690	(1)	(1)
1,850	7,140	18,340	3,010	15,330	17,310	4,890	12,420

Department Store Sales and Stocks
November 1950 and November 1951

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS	
	Nov. 1950	Nov. 1951	Change 1951/50	Oct.31 1951	Stock/Sales Ratio Nov. 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, ALL DEPARTMENTS	98,170	101,900	+ 3.8	241,460	2.4
1. Women's and Misses' Dresses	2,410	2,500	+ 3.7	4,220	1.7
2. Women's and Misses' Coats and Suits	2,900	2,620	- 9.7	4,090	1.6
3. Women's and Misses' Sportswear	1,980	2,150	+ 8.6	5,080	2.4
4. Furs	2,820	2,820	(a)	6,140	2.2
5. Girls' and Infants' Wear	5,160	5,700	+ 10.5	9,760	1.7
6. Lingerie and Corsets	3,510	3,840	+ 9.4	8,250	2.1
7. Aprons, Housedresses and Uniforms	510	520	+ 2.0	930	1.8
8. Millinery	850	920	+ 8.2	1,160	1.3
9. Hosiery and Apparel Accessories	4,250	4,700	+ 10.6	9,780	2.1
10. Women's, Misses' and Children's Shoes	4,550	4,840	+ 6.4	12,960	2.7
11. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	28,940	30,610	+ 5.8	62,370	2.0
12. Men's Clothing	3,820	3,730	- 2.4	10,080	2.7
13. Men's Furnishings	6,010	6,520	+ 8.5	14,240	2.2
14. Boys' Clothing and Furnishings	3,170	3,370	+ 6.3	7,830	2.3
15. Men's and Boys' Shoes	2,130	2,160	+ 1.4	5,490	2.5
16. Food and Kindred Products	5,960	6,610	+ 10.9	4,880	0.7
17. Toiletries, Cosmetics and Drugs	2,000	2,280	+ 14.0	5,480	2.4
18. Photographic Equipment and Supplies	230	280	+ 21.7	970	3.5
19. Piece Goods	2,130	2,140	+ 0.5	8,830	4.1
20. Linens and Domestic Goods	3,360	3,320	- 1.2	8,740	2.6
21. Smallwares	2,090	2,210	+ 5.7	6,190	2.8
22. China and Glassware	1,210	1,230	+ 1.7	7,380	6.0
23. Home Furnishings	5,560	5,240	- 5.8	21,410	4.1
24. Furniture	4,620	4,370	- 5.4	13,050	3.0
25. Major Appliances	2,850	2,390	- 16.1	8,610	3.6
26. Radio and Music	1,490	1,520	+ 2.0	5,160	3.4
27. Hardware and Housewares	4,590	4,520	- 1.5	12,540	2.8
28. Jewellery	2,280	2,300	+ 0.9	9,190	4.0
29. Sporting Goods and Luggage	5,240	5,790	+ 10.5	14,240	2.5
30. Stationery, Books and Magazines	1,950	2,140	+ 9.7	4,900	2.3
31. All Other Departments	8,540	9,170	+ 7.4	9,880	1.1

Note. Canada totals do not include Newfoundland figures.

(a) Change of less than .05 per cent.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

63-005
MERCHANDISING FILE "R"
Government
Publications

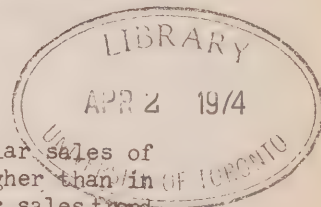
Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIII - No. 12

7

\$2.00 a year

RETAIL TRADE
DECEMBER, 1951



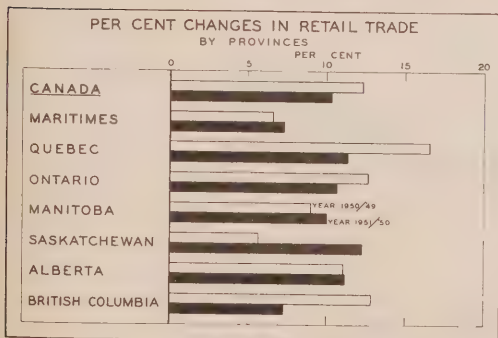
Canada's retail stores had estimated dollar sales of \$1.0 billion in December 1951. This was 3.0 % higher than in December 1950 and except for September the December sales trend showed the smallest increase over the corresponding month of the preceding year of any other month in 1951. Sales for all of 1951 equalled \$10.4 billion, a 10.3% increase over 1950.

TOTAL RETAIL TRADE IN CANADA

Month	1950 \$ '000	1951 \$ '000	% Change 1951/1950
Jan. to Sept.	6,828,770	7,634,770	+ 11.8
October	830,440	898,690	+ 8.2
November	831,840	906,070	+ 8.9
December	976,350	1,005,710	+ 3.0
TOTAL	9,467,400	10,445,240	+ 10.3

All provinces showed gains in retail trade in December, 1951. Saskatchewan's increase of 20.9% over December 1950 was the largest, followed by Alberta which rose 8.1%. The other provinces had rather small increases ranging from 3.6% in the

Maritimes to 0.9% in Manitoba. Quebec, Ontario and British Columbia reported increases of 1.5%, 1.1% and 2.6% respectively.



It is interesting to note that Saskatchewan showed the largest yearly increase of all provinces with a percentage rise of 12.3% over 1950. Quebec and Alberta followed with 11.4 %

and 11.2%. British Columbia and the Maritime Provinces' annual dollar sales rose 7.3% over 1950. This was the smallest increase recorded by any of the seven regions.

Fifteen of the twenty-one trades reported increased dollar sales volume in December 1951 compared with December 1950. The three largest increases were reported by garage and filling station dealers, (13.5%), coal and wood dealers and grocery and combination stores both increasing by 13.3%. Other sizeable increases were recorded by meat stores (11.2%) country general stores (12.6%) and women's clothing stores (9.8%). Department store sales for December 1951 only rose 0.8% over December 1950. Of the five sales declines reported, the 23.0% in appliance and radio dealers' sales was the largest. This was followed by motor vehicle and lumber and building material dealers' sales which dropped 18.1% and 15.9% respectively over the same month last year.

Preliminary estimates showed that only three trades recorded lower dollar sales in 1951 than in 1950 and that these were small. Appliance and radio, jewellery, and furniture dealers' sales decreased 6.5%, 1.9% and 1.5% respectively. The largest sales increases, 16.6% and 15.3% were reported by motor vehicle and grocery and combination dealers respectively. Department store sales for 1951 increased 3.4% over 1950, variety stores 11.6%, hardware stores 5.9%, restaurants 6.0% and drug stores 9.3%.

Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>December 1950</u> \$ '000	<u>December 1951</u> \$ '000	<u>% Change Dec.1951/Dec.1950</u>
CANADA	4,580	4,900	+ 7.0
Maritime Provinces	160	160	(a)
Quebec	1,080	1,110	+ 2.8
Ontario	2,330	2,590	+ 11.2
Manitoba	290	320	+ 10.3
Saskatchewan	90	120	+ 33.3
Alberta	260	210	- 19.2
British Columbia	370	390	+ 5.4

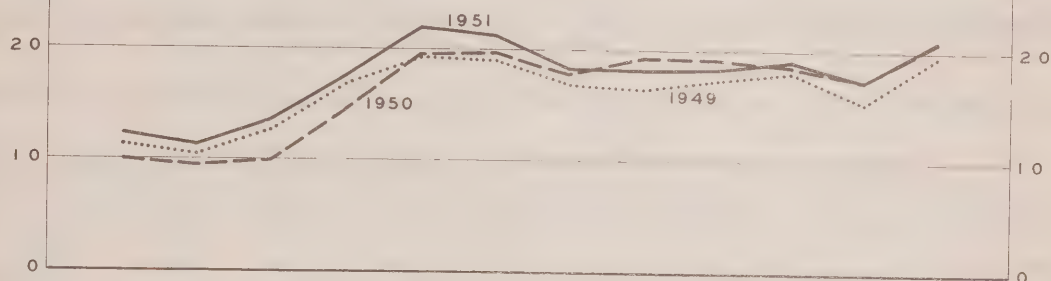
MONTHLY SALES

HARDWARE—BUILDING MATERIALS—FUEL

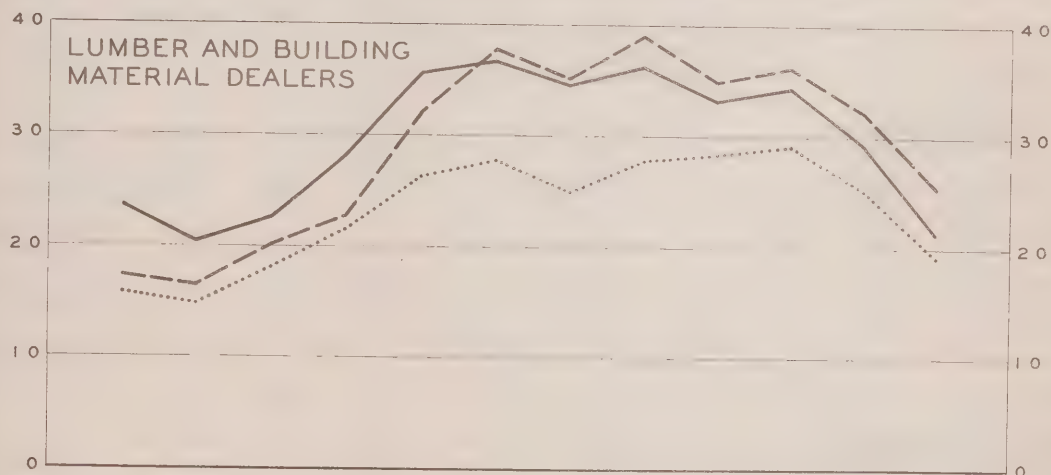
MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0

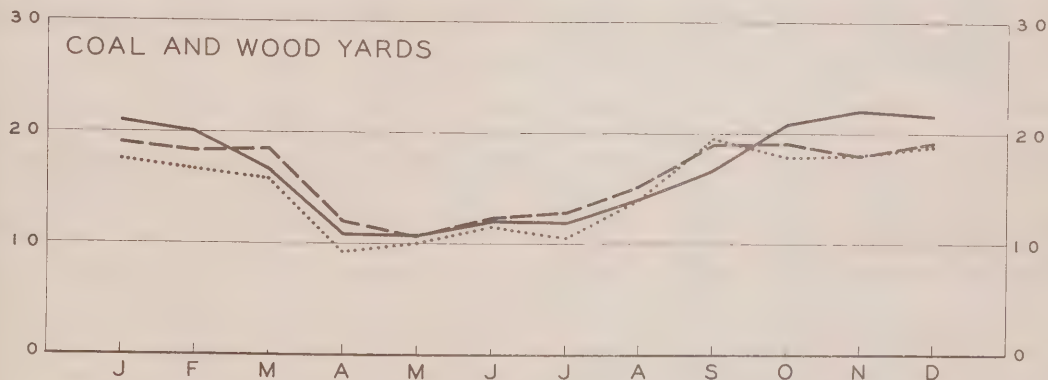
HARDWARE STORES



LUMBER AND BUILDING MATERIAL DEALERS



COAL AND WOOD YARDS



Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

December 1951 Over December 1950

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 3.0	+ 3.6	+ 1.5	+ 1.1	+ 0.9	+ 20.9	+ 8.1	+ 2.6
Grocery & Combination	+ 13.3	+ 11.3	+ 11.0	+ 14.7	+ 9.4	+ 18.2	+ 15.7	+ 14.4
Meat	+ 11.2	(b)	+ 10.5	+ 10.7	+ 11.7	+ 9.1	+ 22.7	+ 3.9
Country General	+ 12.6	+ 14.2	+ 13.2	+ 5.2	+ 12.5	+ 14.3	+ 13.1	+ 21.6
Department	+ 0.8	- 0.2	- 1.6	- 1.6	- 0.4	+ 9.1	+ 6.0	+ 6.7
Variety	+ 5.4	+ 6.1	+ 2.4	+ 4.8	+ 8.9	+ 20.7	+ 13.5	+ 7.5
Motor Vehicle	- 18.1	- 21.4	- 26.2	- 23.0	- 6.2	+ 25.6	- 11.7	- 17.8
Garage & Filling Station	+ 13.5	+ 6.1	+ 3.9	+ 12.5	+ 6.6	(b)	+ 10.2	+ 18.0
Men's Clothing	+ 5.3	- 1.1	- 6.0	+ 9.2	- 6.3	+ 7.7	+ 15.6	+ 9.4
Family Clothing	+ 6.3	+ 12.0	+ 2.4	+ 1.5	+ 3.6	+ 29.9	+ 13.7	+ 12.7
Women's Clothing	+ 9.8	+ 4.7	+ 9.9	+ 7.0	+ 5.8	+ 26.8	+ 22.8	+ 11.5
Shoe	+ 4.4	+ 8.9	- 4.6	+ 7.2	(a)	(b)	+ 5.1	+ 11.6
Hardware	(a)	- 1.6	- 8.6	+ 0.1	- 7.8	+ 25.9	+ 5.2	- 0.4
Lumber & Building Material	- 15.9	- 19.1	- 13.2	- 24.2	- 16.5	+ 3.2	+ 2.9	- 5.7
Furniture	- 3.9	+ 4.1	- 9.1	- 4.1	- 18.4	+ 25.8	- 5.6	+ 5.3
Appliance and Radio	- 23.0	- 19.7	- 16.5	- 29.6	- 6.6	(b)	- 25.4	- 11.3
Restaurant	+ 1.9	+ 3.2	+ 0.5	- 3.4	+ 8.0	+ 28.5	+ 6.2	+ 3.1
Coal & Wood	+ 13.3	+ 20.7	+ 22.7	+ 12.4	- 2.3	+ 15.7	- 36.4	+ 1.0
Drug	+ 7.0	+ 5.4	+ 7.0	+ 6.4	+ 2.5	+ 10.2	+ 10.5	+ 10.2
Jewellery	- 1.6	+ 1.4	- 2.1	- 5.4	- 1.1	- 14.8	+ 12.4	+ 6.4
Tobacco	+ 7.2	- 2.2	+ 3.0	+ 8.5	+ 20.0	+ 16.7	+ 10.0	+ 10.5
All Others	+ 6.8	+ 7.0	+ 6.0	+ 5.6	+ 3.0	+ 27.6	+ 13.4	+ 2.3

(a) Unchanged (b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to December 1951 Over January to December 1950

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 10.3	+ 7.3	+ 11.4	+ 10.7	+ 10.0	+ 12.3	+ 11.2	+ 7.3
Grocery & Combination.....	+ 15.3	+ 10.1	+ 13.0	+ 19.3	+ 15.9	+ 13.1	+ 15.8	+ 11.3
Meat.....	+ 12.3	+ 21.9	+ 15.8	+ 11.0	+ 7.2	+ 8.6	+ 13.4	+ 9.1
Country General.....	+ 12.8	+ 11.7	+ 17.7	+ 10.2	+ 14.3	+ 10.3	+ 8.9	+ 19.5
Department	+ 3.4	- 4.1	+ 4.3	+ 1.4	+ 5.1	+ 6.8	+ 7.6	+ 6.2
Variety	+ 11.6	+ 9.3	+ 11.9	+ 11.0	+ 12.8	+ 13.5	+ 12.1	+ 18.9
Motor Vehicle.....	+ 16.6	+ 9.9	+ 22.8	+ 17.4	+ 20.9	+ 16.6	+ 19.5	+ 6.7
Garage & Filling Station	+ 10.0	+ 7.6	+ 7.9	+ 11.2	+ 4.3	+ 12.3	+ 11.9	+ 11.7
Men's Clothing	+ 6.5	+ 5.5	+ 4.3	+ 7.3	+ 3.6	+ 5.5	+ 9.1	+ 8.9
Family Clothing.....	+ 6.7	+ 10.3	+ 3.1	+ 4.8	+ 13.5	+ 15.3	+ 13.9	+ 8.3
Women's Clothing.....	+ 9.9	+ 5.6	+ 18.5	+ 9.0	+ 5.5	+ 5.5	+ 7.3	+ 1.1
Shoe.....	+ 7.8	+ 9.1	+ 10.2	+ 6.9	+ 0.7	(b)	+ 2.0	+ 7.0
Hardware	+ 5.9	+ 0.4	+ 8.5	+ 7.4	+ 4.2	+ 2.5	+ 4.7	+ 4.2
Lumber & Building Material....	+ 2.2	- 2.3	- 0.2	+ 2.0	+ 2.4	+ 3.8	+ 5.7	+ 0.7
Furniture.....	- 1.5	- 8.4	- 0.6	- 1.5	- 12.8	+ 14.0	+ 0.5	- 1.5
Appliance and Radio	- 6.5	- 11.1	- 5.3	- 7.0	- 9.9	(b)	- 2.4	- 15.3
Restaurant	+ 6.0	+ 7.2	+ 3.1	+ 7.9	+ 3.2	+ 3.5	+ 5.7	+ 6.9
Coal & Wood	+ 1.9	- 0.4	+ 8.7	+ 1.4	- 2.1	+ 7.0	- 19.8	- 16.3
Drug.....	+ 9.3	+ 9.0	+ 11.0	+ 9.1	+ 5.0	+ 10.8	+ 9.9	+ 9.3
Jewellery	- 1.9	+ 0.5	- 4.8	- 1.7	- 0.2	- 3.7	- 2.6	+ 2.4
Tobacco	+ 8.4	+ 9.4	+ 0.9	+ 11.5	+ 18.0	+ 16.8	+ 9.6	+ 7.7
All Others	+ 11.1	+ 9.6	+ 10.4	+ 11.3	+ 12.8	+ 17.8	+ 12.2	+ 7.1

(b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

NOVEMBER, 1951
(revised)

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	906,070	59,550	220,770	341,530	62,260	54,340	71,450	96,210
Grocery & Combination	145,920	10,900	41,470	60,460	6,150	5,430	7,880	13,640
Meat	17,340	(b)	4,890	6,020	740	800	1,690	2,730
Country General	46,940	5,690	10,450	8,430	4,080	7,640	6,560	4,100
Department	101,880	6,790	16,220	38,520	15,780	5,200	6,810	12,560
Variety	17,370	1,750	4,810	8,150	470	550	840	810
Motor Vehicle	130,260	6,870	30,760	42,800	9,720	10,380	9,020	20,700
Garage & Filling Station	44,300	2,890	10,540	18,760	2,850	2,870	2,420	3,970
Men's Clothing	18,640	1,150	4,170	8,650	1,060	770	1,240	1,600
Family Clothing	17,930	2,020	5,360	5,520	830	1,800	890	1,510
Women's Clothing	14,460	1,100	3,770	5,080	570	800	1,140	2,000
Shoe	9,910	750	2,960	4,700	230	220	390	650
Hardware	17,340	1,060	4,130	5,560	1,070	1,330	2,560	1,650
Lumber & Building Material	29,270	640	3,120	12,930	2,920	2,700	3,890	3,080
Furniture	13,820	620	4,260	5,790	300	360	1,080	1,410
Appliance & Radio	10,660	770	2,480	4,430	450	(b)	1,470	730
Restaurant	29,610	1,230	6,790	11,200	2,450	1,530	3,090	3,320
Coal & Wood	21,990	1,390	5,590	10,820	1,660	1,230	180	1,120
Drug	18,560	1,470	3,840	8,040	1,130	1,000	1,240	1,840
Jewellery	6,670	530	1,520	2,650	410	270	430	870
Tobacco	7,730	270	1,650	4,500	120	230	280	690
All Others	185,470	11,190	51,990	68,520	9,270	8,910	18,350	17,230

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

DECEMBER, 1951

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	1,005,710	73,820	227,720	393,580	63,360	56,350	80,550	110,400
Grocery & Combination	161,150	12,980	45,250	66,420	6,760	5,790	8,900	15,050
Meat	20,540	(b)	5,680	7,260	670	840	2,000	3,490
Country General	52,640	6,360	11,060	9,430	4,600	9,280	7,680	4,220
Department	119,770	8,470	18,920	43,580	17,790	6,010	8,330	16,670
Variety	33,350	3,820	8,800	15,570	860	990	1,600	1,710
Motor Vehicle	96,180	5,830	17,290	34,040	6,850	8,150	7,490	16,540
Garage & Filling Station	44,550	2,790	9,900	18,620	2,110	(b)	3,240	4,450
Men's Clothing	27,010	1,860	4,670	14,030	1,040	980	2,000	2,440
Family Clothing	24,010	3,080	7,150	7,610	870	1,650	1,160	2,490
Women's Clothing	23,100	1,560	6,320	8,440	730	900	1,780	3,390
Shoe	12,620	1,220	3,720	5,810	240	(b)	410	960
Hardware	20,940	1,220	4,150	6,700	1,420	1,700	3,450	2,300
Lumber & Building Material	21,310	550	2,310	9,730	2,270	1,960	2,500	1,990
Furniture	15,860	1,020	4,400	7,010	400	390	850	1,780
Appliance & Radio	12,520	1,060	2,880	5,640	570	(b)	1,060	1,020
Restaurant	28,960	1,280	6,310	10,650	2,420	1,760	2,920	3,640
Coal & Wood	21,600	1,460	5,950	10,040	1,680	1,330	140	1,000
Drug	25,980	2,150	4,900	11,520	1,620	1,300	1,900	2,600
Jewellery	16,820	1,460	4,210	6,260	940	520	1,270	2,170
Tobacco	10,380	450	2,370	5,640	180	350	440	950
All Others	216,420	14,600	51,480	89,580	9,340	8,460	21,430	21,540

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Estimated Retail Trade -- By Provinces and Kinds of Business

JANUARY - DECEMBER, 1951

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA*	Maritime provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	10,445,240	722,210	2,457,410	4,033,380	666,780	616,330	831,350	1,138,030
Grocery & Combination	1,673,260	131,620	481,390	688,120	71,690	57,050	90,640	152,750
Meat	204,440	5,670	60,470	70,800	7,780	8,930	17,670	33,090
Country General	535,380	66,800	118,560	103,390	43,770	87,460	72,720	42,660
Department (1)	901,920	60,040	145,660	329,720	137,110	45,410	63,680	120,300
Variety	190,030	19,310	55,770	87,240	4,770	5,280	8,740	8,940
Motor Vehicle	1,811,840	105,600	413,050	656,460	123,210	125,430	114,210	273,900
Garage & Filling Station	547,600	36,630	119,940	236,430	29,510	37,680	40,220	47,210
Men's Clothing	182,780	12,690	40,350	86,720	7,810	6,170	12,460	16,610
Family Clothing	171,320	19,660	52,150	53,160	6,820	12,770	9,020	17,750
Women's Clothing	177,100	11,540	55,340	59,020	6,290	8,070	13,290	23,590
Shoe	99,880	8,840	29,870	44,360	2,700	1,940	4,030	8,140
Hardware	209,880	11,290	49,300	70,470	12,490	15,050	30,910	20,430
Lumber & Building Material	356,490	7,160	40,100	162,000	38,160	32,050	43,680	33,310
Furniture	157,170	7,540	48,500	69,690	3,530	3,100	9,240	15,620
Appliance & Radio	135,510	8,690	35,050	61,430	4,990	4,490	11,050	9,800
Restaurant	359,810	15,830	70,510	148,240	27,320	17,660	34,330	45,970
Coal & Wood	198,040	11,980	50,250	102,110	13,920	9,870	1,050	8,870
Drug	227,500	18,640	46,570	98,680	14,250	11,560	15,260	22,590
Jewellery	77,460	6,130	19,600	29,960	4,370	2,330	5,180	9,890
Tobacco	87,660	3,490	20,780	47,550	1,440	2,710	3,320	8,440
All Others	2,140,170	133,060	504,200	827,830	104,850	121,320	230,650	218,170

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(1) A small revision was made since the publication of the December report on Department Store Sales and Stocks.

Department Store Sales and Stocks
December 1950 and December 1951

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	Dec.	Dec.	Change	Nov.30	Stock/Sales
	1950	1951	1951/50	1951	Ratio Dec. 1951
	(\$000)	(\$000)	%	(\$000)	
TOTAL, ALL DEPARTMENTS	118,870	119,770	+ 0.8	225,550	1.9
1. Women's and Misses' Dresses	3,010	3,010	(a)	4,110	1.4
2. Women's and Misses' Coats and Suits	1,470	1,330	- 9.5	3,300	2.5
3. Women's and Misses' Sportswear	2,860	2,990	+ 4.5	4,880	1.6
4. Furs	2,170	1,910	- 12.0	4,670	2.4
5. Girls' and Infants' Wear	5,020	5,440	+ 8.4	8,690	1.6
6. Lingerie and Corsets	4,850	5,200	+ 7.2	7,600	1.5
7. Aprons, Housedresses and Uniforms	740	760	+ 2.7	890	1.2
8. Millinery	750	780	+ 4.0	1,010	1.3
9. Hosiery and Apparel Accessories	6,940	7,150	+ 3.0	9,340	1.3
10. Women's, Misses' and Children's Shoes	4,310	4,440	+ 3.0	11,920	2.7
11. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	32,120	33,010	+ 2.8	56,410	1.7
12. Men's Clothing	3,640	3,290	- 9.6	9,160	2.8
13. Men's Furnishings	9,050	9,720	+ 7.4	13,170	1.4
14. Boys' Clothing and Furnishings	3,100	3,170	+ 2.3	6,660	2.1
15. Men's and Boys' Shoes	2,380	2,530	+ 6.3	4,970	2.0
16. Food and Kindred Products	7,420	7,920	+ 6.7	4,970	0.6
17. Toiletries, Cosmetics and Drugs	3,580	3,890	+ 8.7	5,880	1.5
18. Photographic Equipment and Supplies	540	580	+ 7.4	930	1.6
19. Piece Goods	1,760	1,720	- 2.3	7,860	4.6
20. Linens and Domestic Goods	3,660	3,520	- 3.8	8,590	2.4
21. Smallwares	2,410	2,390	- 0.8	6,060	2.5
22. China and Glassware	2,200	2,230	+ 1.4	7,520	3.4
23. Home Furnishings	5,170	4,630	- 10.4	20,010	4.3
24. Furniture	4,360	3,910	- 10.3	12,460	3.2
25. Major Appliances	2,960	1,900	- 35.8	7,480	3.9
26. Radio and Music	2,420	2,140	- 11.6	4,690	2.2
27. Hardware and Housewares	5,300	5,120	- 3.4	12,460	2.4
28. Jewellery	4,550	4,530	- 0.4	9,070	2.0
29. Sporting Goods and Luggage	9,520	10,270	+ 7.9	13,030	1.3
30. Stationery, Books and Magazines	3,620	3,790	+ 4.7	5,050	1.3
31. All Other Departments	9,110	9,510	+ 4.4	9,120	1.0

Note. Canada totals do not include Newfoundland figures.

(a) Change of less than .05 per cent.

Stock Sales Ratios - are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

Estimated Retail Trade -- Chain and Independent -- By Provinces and Kinds of Business

DECEMBER, 1951

(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada		Maritime
TOTAL, ALL TRADES	1,005,710	203,280	802,430	73,820
Grocery and Combination	161,150	60,780	100,370	12,980
Meat	20,540	730	19,810	600
Country General	52,640	1,660	50,970	6,360
Department	119,770	-	119,770	8,470
Variety	33,350	29,050	4,300	3,820
Motor Vehicle	96,180	1,490	94,700	5,830
Garage & Filling Station	44,550	250	44,300	2,790
Men's Clothing	27,010	3,120	23,890	1,860
Family Clothing	24,010	4,850	19,160	3,080
Women's Clothing	23,100	6,360	16,740	1,560
Shoe	12,620	5,280	7,340	1,220
Hardware	20,940	(1)	(1)	1,220
Lumber & Building Material	21,310	4,480	16,830	550
Furniture	15,860	3,170	12,690	1,020
Appliance & Radio	12,520	2,610	9,910	1,060
Restaurant	28,960	2,040	26,920	1,280
Coal & Wood	21,600	(1)	(1)	1,460
Drug	25,980	3,600	22,390	2,150
Jewellery	16,820	6,670	10,150	1,460
Tobacco	10,380	2,110	8,270	450
All Others	216,420	63,280	153,140	14,600
		Manitoba		Saskatchewan
TOTAL, ALL TRADES	63,360	8,580	54,780	56,350
Grocery & Combination	6,760	2,870	3,890	5,790
Meat	670	-	670	840
Country General	4,600	(1)	(1)	9,280
Department	17,790	-	17,790	6,010
Variety	860	860	-	990
Motor Vehicle	6,850	(1)	(1)	8,150
Garage & Filling Station	2,110	(1)	(1)	3,440
Men's Clothing	1,040	(1)	(1)	980
Family Clothing	870	140	730	1,650
Women's Clothing	730	260	470	900
Shoe	240	70	180	250
Hardware	1,420	(1)	(1)	1,700
Lumber & Building Material	2,270	520	1,760	1,960
Furniture	400	-	400	390
Appliance & Radio	570	(1)	(1)	300
Restaurant	2,420	110	2,310	1,760
Coal & Wood	1,680	-	1,680	1,330
Drug	1,620	(1)	(1)	1,300
Jewellery	940	(1)	(1)	520
Tobacco	180	(1)	(1)	350
All Others	9,340	2,960	6,370	8,460

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

DECEMBER, 1951

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
Provinces			Quebec			Ontario	
14,100	59,720	227,720	41,000	186,720	393,580	99,230	294,350
2,340	10,630	45,250	11,930	33,330	66,420	33,620	32,800
(b)	(b)	5,680	-	5,680	7,260	670	6,590
270	6,080	11,060	490	10,570	9,430	290	9,140
-	8,470	18,920	-	18,920	43,580	-	43,580
3,390	430	8,800	6,860	1,940	15,570	14,000	1,570
(1)	(1)	17,290	(1)	(1)	34,040	(1)	(1)
(1)	(1)	9,900	(1)	(1)	18,620	(1)	(1)
(1)	(1)	4,670	420	4,240	14,030	2,360	11,670
(1)	(1)	7,150	1,940	5,210	7,610	1,390	6,220
160	1,400	6,320	1,220	5,100	8,440	3,270	5,160
(1)	(1)	3,720	1,660	2,060	5,810	2,930	2,880
(1)	(1)	4,150	(1)	(1)	6,700	(1)	(1)
-	550	2,310	(1)	(1)	9,730	(1)	(1)
(1)	(1)	4,400	1,360	3,040	7,010	1,030	5,980
(1)	(1)	2,880	1,050	1,830	5,640	850	4,790
(1)	(1)	6,310	540	5,760	10,650	850	9,800
-	1,460	5,950	-	5,950	10,040	(1)	(1)
180	1,970	4,900	310	4,580	11,520	1,910	9,610
(1)	(1)	4,210	(1)	(1)	6,260	2,820	3,440
(1)	(1)	2,370	610	1,770	5,640	(1)	(1)
5,550	9,050	51,480	10,440	41,040	89,580	30,150	59,430
Saskatchewan			Alberta			British Columbia	
8,090	48,260	80,550	13,000	67,550	110,400	19,240	91,160
(1)	(1)	8,900	(1)	(1)	15,050	5,290	9,760
(1)	(1)	2,000	-	2,000	3,490	(1)	(1)
(1)	(1)	7,680	(1)	(1)	4,220	(1)	(1)
-	6,010	8,330	-	8,330	16,670	-	16,670
960	20	1,600	1,420	180	1,710	1,550	160
(1)	(1)	7,490	(1)	(1)	16,540	(1)	(1)
(b)	(b)	3,240	-	3,240	4,450	(1)	(1)
(1)	(1)	2,000	(1)	(1)	2,440	(1)	(1)
590	1,060	1,160	(1)	(1)	2,490	(1)	(1)
260	640	1,780	330	1,440	3,390	850	2,530
(b)	(b)	410	130	290	960	210	750
-	1,700	3,450	(1)	(1)	2,300	(1)	(1)
1,260	700	2,500	1,480	1,030	1,990	(1)	(1)
(1)	(1)	850	-	850	1,780	560	1,220
(b)	(b)	1,060	270	790	1,020	150	860
(1)	(1)	2,920	40	2,870	3,640	450	3,180
-	1,330	140	-	140	1,000	-	1,000
(1)	(1)	1,900	240	1,650	2,600	760	1,840
(1)	(1)	1,270	(1)	(1)	2,170	(1)	(1)
(1)	(1)	440	(1)	(1)	950	(1)	(1)
2,520	5,940	21,430	4,340	17,090	21,540	7,320	14,220

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January to December, 1950 - 1951

Department	SALES		Change, 1951/1950
	Jan. to Dec. 1950	Jan. to Dec. 1951	
	\$000	\$000	%
TOTAL, All Departments	872,690	901,830	+ 3.3
1. Women's and Misses' Dresses	30,220	31,770	+ 5.1
2. Women's and Misses' Coats and Suits..	27,880	26,460	- 5.1
3. Women's and Misses' Sportswear	21,370	23,000	+ 7.6
4. Furs	14,320	13,100	- 8.5
5. Girls' and Infants' Wear	37,230	40,050	+ 7.6
6. Lingerie and Corsets	32,240	34,220	+ 6.1
7. Aprons, Housedresses and Uniforms....	7,180	6,780	- 5.6
8. Millinery	8,670	9,030	+ 4.2
9. Hosiery and Apparel Accessories.....	35,400	37,770	+ 6.7
10. Women's, Misses' and Children's Shoes	36,760	39,620	+ 7.8
11. Ladies' Apparel and Accessories, TOTAL 1 - 10	251,270	261,800	+ 4.2
12. Men's Clothing	30,490	30,620	+ 0.4
13. Men's Furnishings	42,470	44,430	+ 4.6
14. Boys' Clothing and Furnishings	23,490	24,670	+ 5.0
15. Men's and Boys' Shoes	15,300	16,430	+ 7.4
16. Food and Kindred Products	59,420	63,880	+ 7.5
17. Toiletries, Cosmetics and Drugs	19,980	22,060	+ 10.4
18. Photographic Equipment and Supplies..	2,540	2,890	+ 13.8
19. Piece Goods	23,690	23,420	- 1.1
20. Linens and Domestic.....	32,560	33,200	+ 2.0
21. Smallwares	18,660	19,250	+ 3.2
22. China and Glassware	12,220	12,830	+ 5.0
23. Home Furnishings	54,350	54,880	+ 1.0
24. Furniture	53,620	51,500	- 4.0
25. Major Appliances	34,680	31,040	- 10.5
26. Radio and Music	12,900	12,440	- 3.6
27. Hardware and Housewares	50,870	53,740	+ 5.6
28. Jewellery	18,300	19,090	+ 4.3
29. Sporting Goods and Luggage	33,220	34,850	+ 4.9
30. Stationery, Books and Magazines.....	14,820	15,350	+ 3.6
31. All Other Departments.....	67,840	73,460	+ 8.3

NOTE: Canada totals do not include Newfoundland figures.

63-005

Canada

MERCHANDISING
Government
Publications

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XLV - No. 1
5

\$2.00 a year

RETAIL TRADE

JANUARY, 1952



Canada's retail trade in January 1952 was estimated to be \$722,620,000, 2.7% over the January 1951 total of \$703,840,000. It is interesting to note that this sales increase was the smallest recorded since October 1950. The largest sales gains were reported by Saskatchewan, (23.4%) and Alberta (9.1%). British Columbia, Manitoba and Ontario all had lower sales in January 1952 than in January 1951 (-2.8%, -2.0% and -0.2% respectively).

Fourteen out of 21 trades recorded sales increases in January 1952 in relation to January 1951. Women's clothing and grocery and combination stores had the largest gains of 17.9% and 17.1% respectively. Appliance and radio, and motor vehicle dealers reported the largest sales decreases (14.2% and 13.0%) of the 7 trades which had lower sales in January 1952 than in January 1951.

As was expected, 18 of the 21 trades had lower sales in January than in December. Motor vehicle, coal and wood, and lumber and building material dealers' sales rose 15.1%, 12.6% and 4.0% respectively. Of interest is the fact that Alberta was the only region to show increases over the previous month in the furniture and appliance trades.

Estimates of sales by trades, areas and months for 1951 are presented on pages 13 to 23. These data are all based on final 1950 figures but will be revised sometime in the fall of 1952 to allow for changes in the number of stores during 1951.

Prepared in Merchandising and Services Section

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

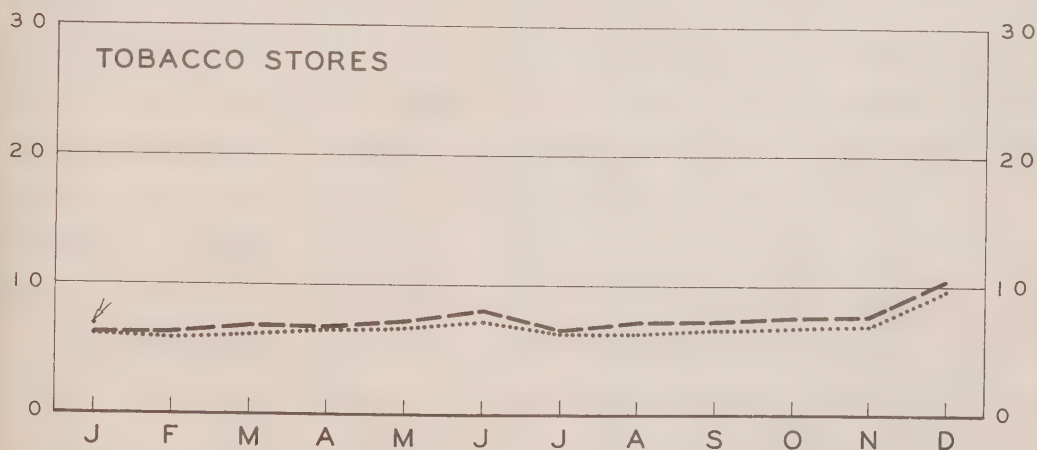
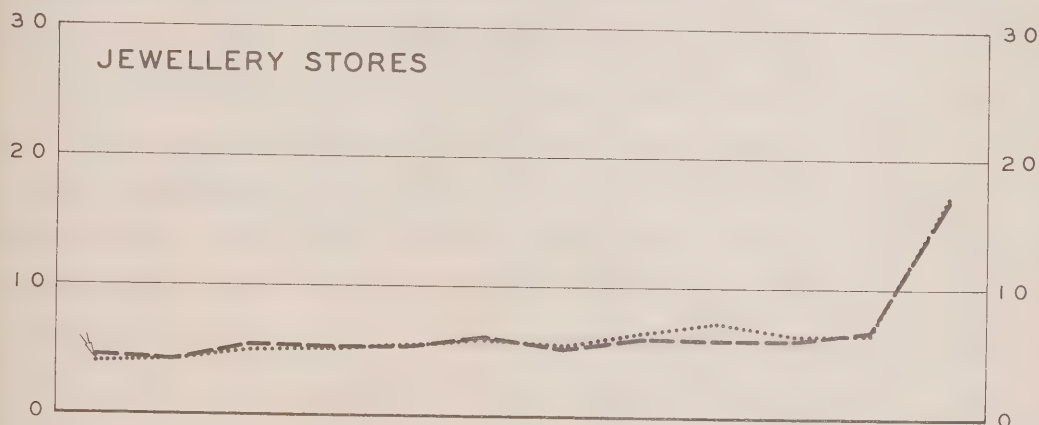
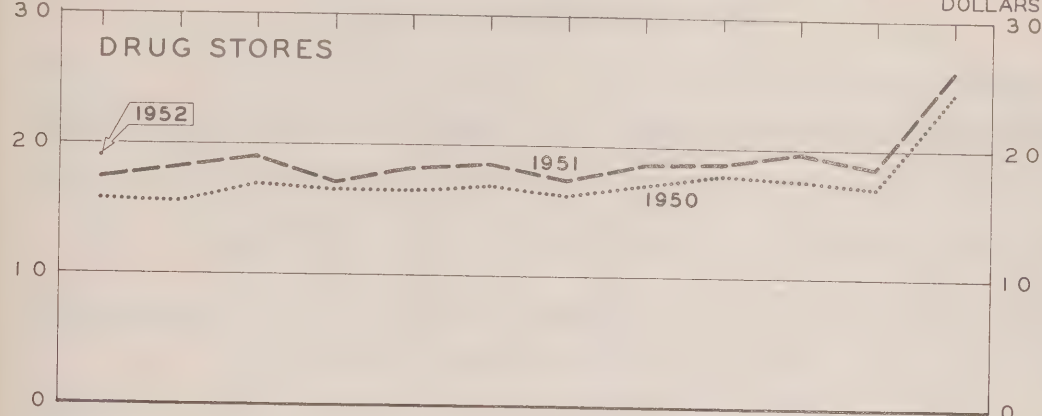
In the following table are shown estimates of chain office-and-store appliance dealers' sales, by provinces for January, 1951 and January 1952.

Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>January 1951</u>	<u>January 1952</u>	<u>% Change, Jan.1952/1951</u>
	\$ '000	\$ '000	
Canada	4,720	4,610	- 2.3
Maritime Provinces	170	170	(a)
Quebec	1,120	1,040	- 7.1
Ontario	2,360	2,280	- 3.4
Manitoba	290	320	+ 10.3
Saskatchewan	90	120	+ 33.3
Alberta	270	270	(a)
British Columbia	420	410	- 2.4

MILLION
DOLLARS
30

MILLION
DOLLARS
30



Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January 1952 Over January 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 2.7	+ 3.4	+ 5.4	- 0.2	- 2.0	+ 23.4	+ 9.1	- 2.8
Grocery & Combination	+ 17.1	+ 9.4	+ 16.9	+ 18.1	+ 12.8	(b)	+ 16.3	+ 15.5
Meat	+ 6.2	+ 15.0	+ 11.0	+ 4.8	+ 14.3	(a)	+ 3.4	+ 0.8
Country General	+ 11.8	+ 11.5	+ 14.2	+ 4.0	+ 18.1	+ 14.6	+ 9.5	+ 21.0
Department	- 5.3	- 4.1	- 1.5	- 11.9	- 10.0	+ 13.4	+ 2.0	+ 3.8
Variety	+ 6.0	+ 2.3	+ 8.1	+ 3.5	+ 8.7	+ 20.8	+ 12.2	+ 9.1
Motor Vehicle	- 13.0	- 19.4	- 11.7	- 12.9	- 19.9	+ 12.3	+ 2.7	- 23.3
Garage & Filling Station	+ 7.2	+ 10.4	+ 4.2	+ 6.5	+ 13.8	+ 25.5	+ 17.1	- 3.3
Men's Clothing	+ 4.2	- 1.1	+ 12.4	- 0.2	- 8.2	+ 21.6	+ 22.7	- 6.1
Family Clothing	+ 8.9	+ 12.7	+ 13.1	+ 1.7	+ 8.5	+ 32.2	+ 24.5	(a)
Women's Clothing	+ 17.9	+ 10.0	(b)	+ 1.7	- 2.4	+ 33.3	+ 32.6	+ 2.6
Shoe	+ 4.5	+ 4.2	+ 8.7	+ 0.4	+ 6.3	+ 37.5	+ 28.0	- 3.3
Hardware	- 4.5	- 14.5	- 3.7	- 5.6	+ 16.9	+ 15.0	- 13.5	- 7.3
Lumber & Building Material	- 6.3	- 25.5	- 18.7	- 14.7	- 13.0	+ 40.5	(b)	- 24.5
Furniture	- 4.2	+ 28.3	- 5.7	- 12.6	- 18.5	+ 5.9	+ 28.6	+ 8.8
Appliance and Radio	- 14.2	+ 5.5	- 30.7	- 17.2	- 2.2	(b)	+ 25.8	- 11.2
Restaurant	+ 4.1	+ 12.8	+ 3.6	- 2.5	+ 8.3	+ 19.6	+ 11.5	+ 10.1
Coal & Wood	+ 15.5	+ 17.6	+ 30.2	+ 8.3	- 0.6	+ 28.3	(b)	+ 28.1
Drug	+ 9.0	+ 5.6	+ 10.2	+ 7.3	+ 3.8	+ 19.8	+ 13.9	+ 11.0
Jewellery	- 2.4	+ 9.4	+ 1.8	- 11.8	+ 3.8	+ 25.0	+ 12.1	+ 2.0
Tobacco	+ 11.5	+ 14.3	+ 9.6	+ 11.1	+ 20.0	+ 16.7	+ 11.1	+ 14.3
All Others	+ 3.3	+ 8.1	+ 2.2	+ 1.4	+ 8.3	+ 35.3	+ 1.4	- 0.9

(a) Unchanged (b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January 1952 Over December 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	- 28.1	- 31.9	- 26.7	- 27.4	- 31.0	- 31.2	- 26.3	- 29.6
Grocery & Combination	- 13.5	- 16.9	- 9.4	- 14.0	- 16.4	- 17.3	- 18.2	- 14.6
Meat	- 22.0	- 23.3	- 11.1	- 22.2	- 16.4	- 38.1	- 39.5	- 26.6
Country General	- 31.6	- 22.2	- 33.3	- 25.0	- 33.5	- 40.8	- 33.7	- 28.9
Department	- 53.9	- 61.7	- 52.7	- 54.9	- 55.1	- 51.9	- 50.4	- 50.3
Variety	- 69.6	- 77.0	- 65.1	- 69.7	- 70.9	- 70.7	- 71.2	- 71.9
Motor Vehicle	+ 15.1	+ 3.1	+ 16.9	+ 35.2	+ 11.2	- 10.2	+ 6.0	- 5.9
Garage & Filling Station	- 10.2	+ 10.4	- 15.1	- 3.6	+ 1.4	- 47.1	- 4.9	- 20.4
Men's Clothing	- 56.2	- 53.2	- 39.8	- 63.8	- 56.7	- 54.1	- 46.0	- 56.1
Family Clothing	- 53.2	- 59.7	- 55.2	- 51.9	- 41.4	- 52.7	- 47.4	- 50.2
Women's Clothing	- 46.0	- 50.6	- 40.3	- 51.4	- 45.2	- 20.0	- 36.0	- 53.1
Shoe	- 54.2	- 59.0	- 59.7	- 55.4	- 29.2	- 56.0	- 22.0	- 39.6
Hardware	- 43.8	- 51.6	- 31.1	- 36.9	- 46.5	- 59.4	- 57.4	- 50.0
Lumber & Building Material	+ 4.0	- 36.4	- 11.3	+ 3.5	- 5.3	+ 9.7	(b)	- 11.6
Furniture	- 32.5	- 42.2	- 36.1	- 31.7	- 45.0	- 53.8	+ 5.9	- 30.9
Appliance and Radio	- 13.5	- 45.3	- 20.8	- 7.6	- 21.1	(a)	+ 15.1	- 22.5
Restaurant	- 8.6	- 17.2	- 13.9	- 3.6	- 24.4	- 23.9	(a)	- 0.8
Coal & Wood	+ 12.6	+ 0.7	+ 17.5	+ 13.6	- 1.2	+ 9.0	(b)	+ 23.0
Drug	- 26.9	- 29.3	- 11.8	- 32.3	- 32.7	- 20.8	- 31.1	- 26.2
Jewellery	- 73.7	- 76.0	- 72.9	- 73.8	- 71.3	- 71.2	- 70.9	- 76.0
Tobacco	- 33.6	- 28.9	- 27.8	- 37.8	- 33.3	- 40.0	- 31.8	- 24.2
All Others	- 36.6	- 27.0	- 37.8	- 40.5	- 31.5	- 28.0	- 31.0	- 35.1

(a) Unchanged (b) Not available

Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

JANUARY, 1952

(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	Canada			Maritime
TOTAL, ALL TRADES	722,620	126,460	596,160	50,280
Grocery and Combination	139,440	54,620	84,820	10,780
Meat	16,020	570	15,440	460
Country General	36,020	1,130	34,890	4,950
Department	55,160	-	55,160	3,250
Variety	10,140	8,790	1,350	880
Motor Vehicle	110,680	1,760	108,920	6,010
Garage & Filling Station	40,010	240	39,770	3,080
Men's Clothing	11,820	1,260	10,560	870
Family Clothing	11,240	2,590	8,650	1,240
Women's Clothing	12,470	2,640	9,830	770
Shoe	5,780	1,930	3,850	500
Hardware	11,760	(1)	(1)	590
Lumber & Building Material	22,170	4,040	18,120	350
Furniture	10,710	2,430	8,280	590
Appliance & Radio	10,830	2,650	8,170	580
Restaurant	26,460	1,920	24,550	1,060
Coal & Wood	24,320	(1)	(1)	1,470
Drug	19,000	2,480	16,510	1,520
Jewellery	4,430	1,730	2,700	350
Tobacco	6,890	1,310	5,580	320
All Others	137,270	33,110	104,160	10,660
	Manitoba			Saskatchewan
TOTAL, ALL TRADES	43,750	5,670	38,080	38,760
Grocery & Combination	5,650	2,380	3,270	4,790
Meat	560	-	560	520
Country General	3,060	(1)	(1)	5,490
Department	7,990	-	7,990	2,880
Variety	250	250	-	290
Motor Vehicle	7,620	(1)	(1)	7,320
Garage & Filling Station	2,140	-	2,140	1,820
Men's Clothing	450	(1)	(1)	450
Family Clothing	510	80	430	780
Women's Clothing	400	150	250	720
Shoe	170	40	130	110
Hardware	760	(1)	(1)	690
Lumber & Building Material	2,150	540	1,610	2,150
Furniture	220	-	220	180
Appliance & Radio	450	100	350	300
Restaurant	1,830	100	1,730	1,340
Coal & Wood	1,660	-	1,660	1,450
Drug	1,090	(1)	(1)	1,030
Jewellery	270	(1)	(1)	150
Tobacco	120	(1)	(1)	210
All Others	6,400	1,750	4,650	6,090

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

JANUARY, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
Provinces			Quebec			Ontario	
7,670	42,610	166,960	26,330	140,630	285,850	61,290	224,560
1,950	8,830	41,000	11,800	29,200	57,090	30,170	26,920
-	460	5,050	-	5,050	5,650	520	5,130
200	4,750	7,380	330	7,050	7,070	220	6,850
-	3,250	8,950	-	8,950	19,670	-	19,670
780	100	3,070	2,390	670	4,720	4,240	480
(1)	(1)	20,220	(1)	(1)	46,010	490	45,520
(1)	(1)	8,410	-	8,410	17,950	(1)	(1)
(1)	(1)	2,810	230	2,580	5,080	880	4,210
(1)	(1)	3,200	1,090	2,110	3,660	710	2,950
60	720	3,770	(b)	(b)	4,100	1,160	2,940
(1)	(1)	1,500	490	1,010	2,590	1,060	1,530
(1)	(1)	2,860	(1)	(1)	4,230	180	4,050
-	350	2,050	(1)	(1)	10,070	(1)	(1)
(1)	(1)	2,810	960	1,840	4,790	830	3,960
60	520	2,280	800	1,480	5,210	1,150	4,060
(1)	(1)	5,430	560	4,870	10,270	750	9,520
-	1,470	6,990	-	6,990	11,410	(1)	(1)
130	1,400	4,320	250	4,080	7,800	1,290	6,510
(1)	(1)	1,140	410	720	1,640	750	890
(1)	(1)	1,710	420	1,300	3,510	(1)	(1)
2,800	7,860	32,010	5,460	26,560	53,330	15,290	38,040
Saskatchewan			Alberta			British Columbia	
5,450	33,310	59,350	8,080	51,270	77,680	12,080	65,600
(1)	(1)	7,280	(1)	(1)	12,850	4,600	8,260
(1)	(1)	1,210	-	1,210	2,560	(1)	(1)
(1)	(1)	5,090	(1)	(1)	3,000	(1)	(1)
-	2,880	4,130	-	4,130	8,290	-	8,290
290	10	460	410	50	480	430	50
(1)	(1)	7,940	(1)	(1)	15,560	(1)	(1)
-	1,820	3,080	-	3,080	3,540	(1)	(1)
(1)	(1)	1,080	(1)	(1)	1,070	(1)	(1)
260	520	610	(1)	(1)	1,240	(1)	(1)
150	570	1,140	160	970	1,590	380	1,210
(1)	(1)	320	110	210	580	130	450
-	690	1,470	(1)	(1)	1,150	(1)	(1)
1,450	690	3,630	(b)	(b)	1,760	170	1,590
(1)	(1)	900	-	900	1,230	470	760
(b)	(b)	1,220	280	940	790	120	680
(1)	(1)	2,920	40	2,870	3,610	430	3,180
-	1,450	110	(b)	(b)	1,230	-	1,230
(1)	(1)	1,310	170	1,140	1,920	530	1,390
(1)	(1)	370	180	190	520	170	340
(1)	(1)	300	(1)	(1)	720	(1)	(1)
1,400	4,690	14,780	2,440	12,350	13,990	3,970	10,020

Estimated Retail Trade -- By Provinces and Kinds of Business

JANUARY, 1952

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	722,620	50,280	166,960	285,850	43,750	38,760	59,350	77,680
Grocery & Combination	139,440	10,780	41,000	57,090	5,650	(b)	7,280	12,850
Meat	16,020	460	5,050	5,650	560	520	1,210	2,560
Country General	36,020	4,950	7,380	7,070	3,060	5,490	5,090	3,000
Department	55,160	3,250	8,950	19,670	7,990	2,880	4,130	8,290
Variety	10,140	880	3,070	4,720	250	290	460	480
Motor Vehicle	110,680	6,010	20,220	46,010	7,620	7,320	7,940	15,560
Garage & Filling Station	40,010	3,080	8,410	17,950	2,140	1,820	3,080	3,540
Men's Clothing	11,820	870	2,810	5,080	450	450	1,080	1,070
Family Clothing	11,240	1,240	3,200	3,660	510	780	610	1,240
Women's Clothing	12,470	770	(b)	4,100	400	720	1,140	1,590
Shoe	5,780	500	1,500	2,590	170	110	320	580
Hardware	11,760	590	2,860	4,230	760	690	1,470	1,150
Lumber & Building Material	22,170	350	2,050	10,070	2,150	2,150	(b)	1,760
Furniture	10,710	590	2,810	4,790	220	180	900	1,230
Appliance & Radio	10,830	580	2,280	5,210	450	(b)	1,220	790
Restaurant	26,460	1,060	5,430	10,270	1,830	1,340	2,920	3,610
Coal & Wood	24,320	1,470	6,990	11,410	1,660	1,450	(b)	1,230
Drug	19,000	1,520	4,320	7,800	1,090	1,030	1,310	1,920
Jewellery	4,430	350	1,140	1,640	270	150	370	520
Tobacco	6,890	320	1,710	3,510	120	210	300	720
All Others	137,270	10,660	32,010	53,330	6,400	6,090	14,780	13,990

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Department Store Sales and Stocks
January 1951 and January 1952

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS	
	Jan.	Jan.	Change	Dec.31	Stock/Sales
	1951	1952	1952/51	1951	Jan. 1952
	(\$000)	(\$000)	%	(\$000)	
TOTAL, ALL DEPARTMENTS	58,250	55,160	- 5.3	182,570	3.3
1. Women's and Misses' Dresses	1,740	1,600	- 8.0	3,010	1.9
2. Women's and Misses' Coats and Suits	1,290	1,120	-13.2	2,550	2.3
3. Women's and Misses' Sportswear	1,280	1,280	(a)	3,310	2.6
4. Furs	1,610	1,390	-13.7	3,830	2.8
5. Girls' and Infants' Wear	1,470	1,830	+24.5	6,460	3.5
6. Lingerie and Corsets	2,180	2,370	+ 8.7	5,690	2.4
7. Aprons, Housedresses and Uniforms	450	440	- 2.2	700	1.6
8. Millinery	370	340	- 8.1	690	2.0
9. Hosiery and Apparel Accessories	1,850	1,880	+ 1.6	6,020	3.2
10. Women's, Misses' and Children's Shoes	1,750	1,700	- 2.9	10,050	5.9
11. Ladies' Apparel and Accessories,					
TOTAL 1 - 10	13,990	13,950	- 0.3	42,310	3.0
12. Men's Clothing	2,070	1,980	- 4.3	7,370	3.7
13. Men's Furnishings	2,050	2,160	+ 5.4	8,540	4.0
14. Boys' Clothing and Furnishings	1,110	1,300	+17.1	5,050	3.9
15. Men's and Boys' Shoes	780	760	- 2.6	3,840	5.1
16. Food and Kindred Products	4,670	4,890	+ 4.7	4,150	8.5
17. Toiletries, Cosmetics and Drugs	1,390	1,680	+ 5.7	4,370	2.6
18. Photographic Equipment and Supplies	160	160	(a)	780	4.9
19. Piece Goods	2,270	2,380	+ 4.8	7,780	3.3
20. Linens and Domestic Goods	3,640	3,780	+ 3.8	7,640	2.0
21. Smallwares	1,730	1,690	- 2.3	5,380	3.2
22. China and Glassware	710	650	- 8.5	6,900	10.6
23. Home Furnishings	3,920	3,120	-20.4	19,150	6.1
24. Furniture	4,380	3,760	-14.2	12,610	3.4
25. Major Appliances	3,080	1,730	-43.8	7,340	4.2
26. Radio and Music	1,100	1,050	- 4.5	4,130	3.9
27. Hardware and Housewares	3,490	2,890	-17.2	11,500	4.0
28. Jewellery	1,020	920	- 9.8	7,050	7.7
29. Sporting Goods and Luggage	1,110	970	-12.6	6,560	6.8
30. Stationery, Books and Magazines	940	940	(a)	3,080	3.3
31. All Other Departments	4,440	4,400	- 0.9	7,040	1.6

(a) Change of less than .05 per cent.

Note. Canada totals do not include Newfoundland figures.

Stock Sales Ratios — are obtained by dividing Stocks at Selling Value as at the beginning of the month by Sales made during the month.

Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

1 9 5 1
(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
	Canada			Maritime
TOTAL, ALL TRADES	10,445,061	1,798,700	8,646,361	702,226
Grocery and Combination	1,673,247	624,456	1,048,791	131,611
Meat	204,425	5,909	198,516	5,687
Country General	535,360	17,311	518,049	66,787
Department	901,717	-	901,717	60,057
Variety	190,034	164,836	25,198	19,321
Motor Vehicle	1,811,846	26,408	1,785,438	105,604
Garage & Filling Station	547,602	3,264	544,338	36,627
Men's Clothing	182,790	21,678	161,112	12,675
Family Clothing	171,333	37,866	133,467	19,650
Women's Clothing	177,108	41,188	135,920	11,550
Shoe	99,867	36,910	62,957	8,843
Hardware	209,876	(1)	(1)	11,290
Lumber & Building Material	356,484	74,504	281,980	7,162
Furniture	157,185	34,372	122,813	7,540
Appliance & Radio	135,498	31,960	103,538	8,692
Restaurant	359,811	24,284	335,527	15,819
Coal & Wood	198,036	(1)	(1)	11,991
Drug	227,509	30,642	196,867	18,635
Jewellery	77,464	29,709	47,755	6,147
Tobacco	87,709	16,831	70,878	3,482
All Others	2,140,160	559,540	1,580,620	133,056
	Manitoba			Saskatchewan
TOTAL, ALL TRADES	666,701	82,666	584,035	616,338
Grocery & Combination	71,692	29,619	42,073	57,055
Meat	7,776	-	7,776	8,925
Country General	43,778	(1)	(1)	87,450
Department	137,114	-	137,114	45,394
Variety	4,779	4,779	-	5,284
Motor Vehicle	123,207	(1)	(1)	125,431
Garage & Filling Station	29,490	-	29,490	37,674
Men's Clothing	7,810	(1)	(1)	6,168
Family Clothing	6,816	1,038	5,778	12,769
Women's Clothing	6,275	2,018	4,257	8,055
Shoe	2,704	561	2,143	1,935
Hardware	12,468	(1)	(1)	15,057
Lumber & Building Material	38,166	8,878	29,288	32,067
Furniture	3,507	-	3,507	3,105
Appliance & Radio	4,987	1,383	3,604	4,489
Restaurant	27,317	1,232	26,085	17,647
Coal & Wood	13,907	-	13,907	9,876
Drug	14,246	(1)	(1)	11,549
Jewellery	4,366	(1)	(1)	2,329
Tobacco	1,432	(1)	(1)	2,714
All Others	104,864	28,283	76,581	121,365

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

1951

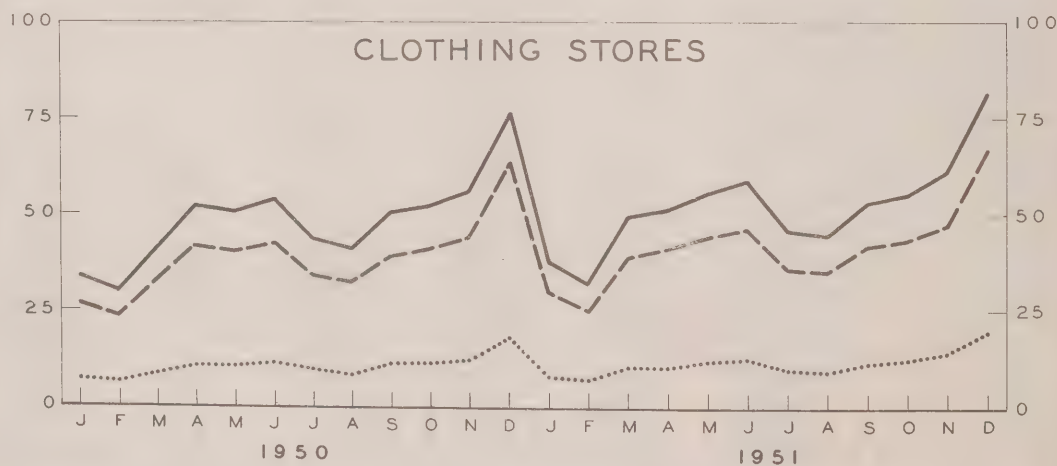
(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
Provinces			Quebec			Ontario	
119,770	582,456	2,457,391	363,789	2,093,602	4,033,221	856,293	3,176,928
22,822	108,789	481,396	125,809	355,587	688,117	342,958	345,159
-	5,687	60,474	-	60,474	70,800	5,325	65,475
3,069	63,718	118,562	5,272	113,290	103,393	3,152	100,241
-	60,057	145,625	-	145,625	329,663	-	329,663
17,145	2,176	55,767	43,491	12,276	87,225	78,427	8,798
(1)	(1)	413,067	(1)	(1)	656,450	6,964	649,486
(1)	(1)	119,947	-	119,947	236,426	(1)	(1)
(1)	(1)	40,341	2,825	37,516	86,731	15,800	70,931
(1)	(1)	52,140	15,624	36,516	53,157	9,686	43,471
971	10,579	55,326	8,754	46,572	59,021	19,317	39,704
(1)	(1)	29,880	10,590	19,290	44,356	26,969	23,387
(1)	(1)	49,298	(1)	(1)	70,452	2,666	67,786
-	7,162	40,090	(1)	(1)	161,995	(1)	(1)
(1)	(1)	48,510	15,974	32,536	69,693	11,494	58,199
644	8,048	35,065	12,436	22,629	61,417	11,863	49,554
(1)	(1)	70,513	6,601	63,912	148,236	10,154	138,082
-	11,991	50,250	-	50,250	102,100	(1)	(1)
1,623	17,012	46,563	2,887	43,676	98,657	16,019	82,638
(1)	(1)	19,594	6,253	13,341	29,943	13,255	16,688
(1)	(1)	20,777	5,170	15,607	47,554	(1)	(1)
48,878	84,178	504,206	92,902	411,304	827,835	258,825	569,010
Saskatchewan			Alberta			British Columbia	
80,067	536,271	831,317	123,353	707,964	1,137,867	172,766	965,101
(1)	(1)	90,644	(1)	(1)	152,732	54,921	97,811
(1)	(1)	17,678	-	17,678	33,085	(1)	(1)
(1)	(1)	72,719	(1)	(1)	42,671	(1)	(1)
-	45,394	63,661	-	63,661	120,203	-	120,203
5,154	130	8,735	7,767	968	8,923	8,073	850
(1)	(1)	114,202	(1)	(1)	273,885	(1)	(1)
-	37,674	40,228	-	40,228	47,210	(1)	(1)
(1)	(1)	12,461	(1)	(1)	16,604	(1)	(1)
5,172	7,597	9,030	(1)	(1)	17,771	(1)	(1)
1,682	6,373	13,290	2,413	10,877	23,591	6,032	17,559
(1)	(1)	4,031	1,181	2,850	8,118	1,561	6,557
-	15,057	30,896	(1)	(1)	20,415	(1)	(1)
20,366	11,701	43,691	24,104	19,587	33,313	3,029	30,284
(1)	(1)	9,230	-	9,230	15,600	5,066	10,534
1,112	3,377	11,041	2,848	8,193	9,807	1,674	8,133
(1)	(1)	34,318	496	33,822	45,961	5,381	40,580
-	9,876	1,043	-	1,043	8,869	-	8,869
(1)	(1)	15,257	2,014	13,243	22,602	6,332	16,270
(1)	(1)	5,188	2,760	2,428	9,897	3,658	6,239
(1)	(1)	3,314	(1)	(1)	8,436	(1)	(1)
23,250	98,115	230,660	39,902	190,758	318,174	67,501	150,673

ESTIMATED RETAIL TRADE IN CANADA BY MONTHS, 1950 AND 1951

MILLION
DOLLARS
1200

MILLION
DOLLARS
1200



ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1951

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	<u>Total - All Trades</u>							
January	703,834	48,600	158,472	286,439	44,663	31,416	54,375	79,869
February	694,169	45,607	154,903	282,211	44,585	30,771	53,989	82,103
March	851,615	59,114	204,833	343,844	50,546	34,413	61,851	97,014
April	859,228	57,555	210,909	325,626	54,597	47,945	68,430	94,166
May	931,116	60,897	223,562	353,561	59,063	63,639	73,241	97,153
June	940,218	63,293	222,465	362,320	60,292	57,227	74,759	99,862
July	865,789	58,185	200,862	329,202	58,768	56,261	67,988	94,523
August	897,413	59,327	209,096	335,583	54,275	64,949	76,907	97,276
September	891,245	57,855	211,216	337,763	55,304	57,836	75,731	95,540
October	898,635	58,431	212,616	341,607	59,039	61,162	72,049	93,731
November	906,065	59,554	220,747	341,515	62,238	54,348	71,436	96,227
December	1,005,734	73,808	227,710	393,550	63,331	56,371	80,561	110,403
Annual Total	10,445,061	702,226	2,457,391	4,033,221	666,701	616,338	831,317	1,137,867

Grocery and Combination Stores

January	119,061	9,847	35,073	48,346	5,014	3,399	6,256	11,126
February	118,146	9,851	34,313	48,284	5,019	3,599	6,294	10,786
March	141,102	11,421	40,704	58,432	6,007	4,204	7,521	12,813
April	127,975	10,423	36,547	52,731	5,571	4,004	7,008	11,691
May	139,208	10,781	40,981	56,528	6,144	4,714	7,619	12,441
June	151,248	11,457	44,258	62,073	6,283	5,171	8,451	13,555
July	139,741	10,980	40,612	56,760	5,877	5,316	7,389	12,807
August	144,415	10,905	41,495	59,650	6,201	5,309	7,742	13,113
September	144,527	11,321	40,452	60,279	6,398	5,239	7,953	12,885
October	140,755	10,751	40,239	58,156	6,273	4,879	7,631	12,826
November	145,922	10,898	41,469	60,460	6,148	5,428	7,877	13,642
December	161,147	12,976	45,253	66,418	6,757	5,793	8,903	15,047
Annual Total	1,673,247	131,611	481,396	688,117	71,692	57,055	90,644	152,732

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1951

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Meat Stores								
January	15,078	403	4,553	5,395	492	524	1,170	2,541
February	14,477	417	4,063	5,229	468	534	1,281	2,485
March	17,134	434	5,031	6,136	554	669	1,393	2,917
April	15,996	440	5,209	5,364	573	626	1,341	2,443
May	17,215	442	5,609	5,673	629	767	1,517	2,578
June	18,027	454	5,736	6,196	780	869	1,206	2,786
July	15,436	458	4,606	5,298	681	725	1,286	2,382
August	17,544	482	4,693	5,771	698	808	1,592	3,500
September	17,595	620	5,290	6,098	732	870	1,464	2,521
October	18,040	465	5,114	6,357	768	894	1,732	2,710
November	17,341	471	4,886	6,023	736	803	1,692	2,730
December	20,542	601	5,684	7,260	665	836	2,004	3,492
Annual Total	204,425	5,687	60,474	70,800	7,776	8,925	17,678	33,085
Country General Stores								
January	32,221	4,444	6,459	6,800	2,594	4,795	4,646	2,483
February	32,449	4,141	7,453	6,829	2,418	4,490	4,409	2,709
March	38,471	5,185	8,513	7,762	2,949	5,729	5,204	3,129
April	39,506	5,137	9,316	7,367	3,139	6,055	5,413	3,079
May	49,248	6,277	11,974	9,615	4,043	7,858	6,088	3,393
June	48,902	6,176	10,420	9,938	4,136	7,908	6,881	3,443
July	48,388	6,006	10,588	10,015	3,891	7,608	5,978	4,242
August	49,336	5,901	10,750	10,187	4,069	7,940	6,193	4,296
September	47,925	5,673	10,967	8,633	3,655	8,435	6,689	3,873
October	49,338	5,804	10,613	8,387	4,203	9,651	6,978	3,702
November	46,937	5,687	10,449	8,428	4,082	7,636	6,557	4,098
December	52,639	6,356	11,060	9,432	4,599	9,285	7,683	4,224
Annual Total	535,360	66,787	118,562	103,393	43,778	87,450	72,719	42,671

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Department Stores								
January	58,268	3,386	9,088	22,329	8,884	2,538	4,051	7,992
February	58,296	3,414	9,060	21,666	9,112	2,715	4,157	8,172
March	72,569	4,802	12,555	26,590	10,802	3,205	5,176	9,439
April	75,210	4,994	12,338	27,837	11,442	3,822	5,239	9,538
May	76,584	5,669	13,452	28,250	10,832	4,041	4,914	9,426
June	69,514	4,795	11,300	25,055	10,486	3,698	4,898	9,282
July	54,449	3,868	8,091	19,006	8,910	2,641	3,994	7,939
August	61,522	4,062	9,685	21,452	9,579	3,119	4,713	8,912
September	72,425	4,264	12,138	26,293	10,989	3,536	5,379	9,826
October	81,225	5,533	12,783	29,078	12,511	4,872	6,002	10,446
November	101,881	6,794	16,216	38,523	15,780	5,196	6,808	12,564
December	119,774	8,476	18,919	43,584	17,787	6,011	8,330	16,667
Annual Total	901,717	60,057	145,625	329,663	137,114	45,394	63,661	120,203
Variety Stores								
January	9,573	858	2,835	4,558	230	238	414	440
February	9,595	853	2,741	4,535	239	273	459	495
March	14,396	1,400	4,404	6,686	334	322	584	666
April	13,092	1,240	3,974	5,978	334	344	605	617
May	15,735	1,510	5,059	7,018	391	415	670	672
June	16,483	1,652	5,156	7,319	407	455	758	736
July	14,907	1,534	4,376	6,793	376	428	720	680
August	14,418	1,503	4,325	6,432	361	428	683	686
September	15,132	1,563	4,560	6,899	364	387	677	682
October	15,981	1,641	4,732	7,285	415	452	728	728
November	17,369	1,750	4,805	8,148	466	554	835	811
December	33,353	3,817	8,800	15,574	862	988	1,602	1,710
Annual Total	190,034	19,321	55,767	87,225	4,779	5,284	8,735	8,923

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1951

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Motor Vehicle Dealers								
January	127,231	7,464	22,898	52,821	9,511	6,521	7,727	20,289
February	145,225	8,114	23,759	61,825	10,755	5,730	9,733	25,309
March	178,308	10,797	39,025	73,420	9,727	6,917	9,240	29,182
April	186,923	11,822	46,853	66,579	10,814	13,759	12,001	25,095
May	183,135	10,327	43,143	65,384	12,035	14,746	11,257	26,243
June	172,908	10,901	39,793	61,698	11,845	13,193	10,378	25,100
July	158,057	8,791	38,409	53,256	14,767	11,390	8,621	22,823
August	148,465	8,574	39,198	49,851	8,745	11,950	9,662	20,485
September	145,298	8,086	37,714	47,987	8,729	11,102	10,042	21,638
October	139,859	8,030	34,220	46,791	9,706	11,588	9,038	20,486
November	130,255	6,870	30,761	42,802	9,723	10,384	9,016	20,699
December	96,182	5,828	17,294	34,036	6,850	8,151	7,487	16,536
Annual Total	1,811,846	105,604	413,067	656,450	123,207	125,431	114,202	273,885
Garages and Filling Stations								
January	37,334	2,786	8,073	16,850	1,879	1,449	2,634	3,663
February	33,470	1,908	7,333	16,138	1,440	1,065	2,840	2,746
March	38,959	3,080	8,451	17,423	2,108	1,217	2,681	3,999
April	42,734	2,558	9,661	19,233	2,339	1,855	3,315	3,773
May	49,712	3,114	10,835	21,335	2,470	4,001	3,671	4,286
June	51,540	3,542	12,103	21,550	2,866	3,401	3,970	4,108
July	53,765	3,960	11,444	23,288	2,633	4,069	4,178	4,193
August	51,319	3,251	10,777	20,998	3,255	4,945	4,058	4,035
September	49,032	3,678	10,088	20,609	2,695	4,817	3,358	3,787
October	50,891	3,068	10,750	21,629	2,848	4,542	3,856	4,198
November	44,298	2,893	10,536	18,756	2,847	2,871	2,425	3,970
December	44,548	2,789	9,896	18,617	2,110	3,442	3,242	4,452
Annual Total	547,602	36,627	119,947	236,426	29,490	37,674	40,228	47,210

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1951

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Men's Clothing Stores								
January	11,340	878	2,502	5,093	487	368	876	1,136
February	9,940	643	2,165	4,852	460	294	541	985
March	15,183	980	4,327	7,056	485	340	854	1,141
April	14,101	1,061	3,608	6,302	528	460	986	1,156
May	15,768	1,066	4,133	7,332	512	451	1,004	1,270
June	16,775	1,167	3,633	8,295	578	532	1,150	1,420
July	12,339	1,000	2,596	5,675	663	356	848	1,201
August	12,033	856	2,373	5,585	655	399	867	1,298
September	14,081	989	2,874	6,690	652	548	887	1,441
October	15,582	1,031	3,295	7,170	695	671	1,202	1,518
November	18,641	1,147	4,169	8,649	1,060	771	1,242	1,603
December	27,007	1,857	4,666	14,032	1,035	978	2,004	2,435
Annual Total	182,790	12,675	40,341	86,731	7,810	6,168	12,461	16,604
Family Clothing Stores								
January	10,320	1,095	2,826	3,596	473	593	494	1,243
February	8,829	888	2,570	2,888	382	585	491	1,025
March	12,533	1,378	4,358	4,039	415	638	656	1,049
April	13,012	1,437	4,011	4,044	483	766	670	1,601
May	14,668	1,737	4,800	4,371	558	1,024	783	1,395
June	14,939	1,903	4,647	4,463	557	1,043	792	1,534
July	12,284	1,511	3,787	3,732	507	726	667	1,354
August	11,943	1,326	3,499	3,751	509	672	682	1,504
September	13,832	1,530	3,804	4,369	596	1,238	784	1,511
October	17,032	1,744	5,331	4,781	636	2,032	958	1,550
November	17,930	2,020	5,361	5,517	830	1,799	891	1,512
December	24,011	3,081	7,146	7,606	870	1,653	1,162	2,493
Annual Total	171,333	19,650	52,140	53,157	6,816	12,769	9,030	17,771

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1951

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Women's Clothing Stores								
January	10,583	704	2,500	4,028	408	537	859	1,547
February	8,946	599	2,343	3,137	337	527	741	1,262
March	14,572	954	4,817	4,804	508	523	979	1,987
April	15,926	885	6,170	4,652	557	710	1,930	1,930
May	16,061	1,043	5,497	4,952	581	739	1,232	2,017
June	16,582	1,136	5,676	5,193	626	656	1,201	2,094
July	13,351	862	3,931	4,457	538	567	1,104	1,892
August	12,923	913	4,098	4,159	458	648	957	1,690
September	16,143	868	6,077	5,134	478	645	1,097	1,844
October	14,460	933	4,131	4,992	483	804	1,178	1,939
November	14,459	1,098	3,766	5,078	574	799	1,143	2,001
December	23,102	1,555	6,320	8,435	727	900	1,777	3,388
Annual Total	177,108	11,550	55,326	59,021	6,275	8,055	13,290	23,591
Shoe Stores								
January	5,530	484	1,378	2,584	159	79	250	596
February	4,507	401	1,138	2,147	120	96	179	426
March	7,334	646	2,185	3,352	164	103	315	569
April	8,146	704	2,681	3,326	244	148	386	657
May	9,169	730	3,428	3,517	298	197	294	705
June	10,375	947	3,343	4,457	310	201	332	785
July	7,672	719	2,134	3,454	225	156	334	650
August	7,445	725	2,061	3,283	214	155	370	637
September	9,078	826	2,622	4,098	257	148	356	771
October	8,082	689	2,232	3,627	236	178	413	707
November	9,905	753	2,956	4,700	233	224	388	651
December	12,624	1,219	3,722	5,811	244	250	414	964
Annual Total	99,867	8,843	29,880	44,356	2,704	1,935	4,031	8,118

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Hardware Stores								
January	12,324	686	2,971	4,482	647	598	1,703	1,237
February	11,279	577	2,597	3,735	757	593	1,701	1,319
March	13,525	760	3,317	4,866	716	622	1,787	1,457
April	17,589	970	4,144	5,892	1,055	1,063	2,501	1,964
May	21,848	1,041	5,506	7,699	1,109	1,573	3,157	1,763
June	21,261	1,032	4,930	7,059	1,486	1,620	3,215	1,919
July	18,297	977	4,104	6,546	1,154	1,341	2,516	1,659
August	18,087	950	4,484	5,659	929	1,599	2,821	1,645
September	18,303	984	4,385	5,775	1,083	1,421	2,766	1,889
October	19,082	1,029	4,583	6,487	1,045	1,597	2,721	1,620
November	17,338	1,059	4,128	5,556	1,068	1,326	2,556	1,645
December	20,943	1,225	4,149	6,696	1,419	1,704	3,452	2,298
Annual Total	209,876	11,290	49,298	70,452	12,468	15,057	30,896	20,415
Lumber and Building Material Dealers								
January	23,661	469	2,515	11,798	2,468	1,531	2,550	2,330
February	20,542	522	2,158	9,676	2,124	1,670	2,302	2,090
March	22,560	448	2,801	11,463	2,123	1,325	2,161	2,239
April	28,216	574	3,202	13,378	3,018	1,803	3,325	2,916
May	35,606	611	4,367	16,548	4,233	2,857	3,895	3,095
June	36,758	674	4,236	16,361	4,410	3,384	4,502	3,191
July	34,660	566	4,233	14,812	3,920	3,830	4,559	2,740
August	36,371	704	3,894	15,254	3,671	4,219	5,225	3,404
September	33,136	691	3,389	14,317	3,441	3,555	4,804	2,939
October	34,392	720	3,868	15,731	3,570	3,230	3,979	3,294
November	29,273	635	3,120	12,932	2,916	2,698	3,887	3,085
December	21,309	548	2,307	9,725	2,272	1,965	2,502	1,990
Annual Stores	356,484	7,162	40,090	161,995	38,166	32,067	43,691	33,313

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1951

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Furniture Stores</u>								
January	11,181	456	2,981	5,484	266	169	699	1,126
February	11,234	399	3,336	5,103	332	201	718	1,145
March	13,301	670	3,905	6,252	318	203	635	1,318
April	14,429	693	4,593	6,258	326	283	799	1,477
May	13,322	720	4,361	5,792	304	217	726	1,202
June	13,824	683	4,758	5,912	275	293	702	1,201
July	11,947	541	3,889	5,153	295	243	698	1,128
August	12,529	540	3,972	5,418	258	216	839	1,286
September	13,205	607	4,183	5,998	208	228	754	1,227
October	12,532	586	3,868	5,526	228	296	729	1,299
November	13,821	622	4,264	5,786	297	365	1,077	1,410
December	15,860	1,023	4,400	7,011	400	391	854	1,781
Annual Total	157,185	7,540	48,510	69,693	3,507	3,105	9,230	15,600
<u>Appliance and Radio Stores</u>								
January	12,616	551	3,288	6,293	464	165	967	888
February	11,673	624	2,640	5,855	422	280	938	914
March	12,558	1,087	3,253	5,617	546	259	881	915
April	15,267	729	4,361	6,937	502	517	1,111	1,110
May	10,735	655	2,885	4,772	378	353	934	758
June	10,326	915	2,717	4,348	346	468	818	714
July	9,610	584	2,592	4,309	326	371	755	673
August	9,376	471	2,433	4,108	263	811	655	635
September	9,571	541	2,689	4,385	375	201	627	753
October	10,588	702	2,845	4,724	352	438	829	698
November	10,656	771	2,482	4,431	446	324	1,469	733
December	12,522	1,062	2,880	5,638	567	302	1,057	1,016
Annual Total	135,498	8,692	35,065	61,417	4,987	4,489	11,041	9,807

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1951

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Restaurants								
January	25,415	937	5,240	10,534	1,693	1,119	2,615	3,277
February	22,537	948	4,503	9,728	1,453	1,058	1,892	2,955
March	26,833	1,339	5,018	11,479	2,072	1,174	2,276	3,475
April	27,049	1,279	5,460	11,048	2,125	1,258	2,507	3,372
May	30,872	1,526	5,631	12,895	2,571	1,462	3,054	3,733
June	30,857	1,334	5,751	12,626	2,390	1,556	2,884	4,216
July	35,008	1,585	5,995	15,206	2,566	1,777	3,388	4,491
August	35,902	1,656	6,594	15,382	2,377	1,799	3,155	4,939
September	33,444	1,448	6,284	13,821	2,423	1,559	3,448	4,461
October	33,324	1,255	6,941	13,670	2,785	1,501	3,088	4,084
November	29,612	1,228	6,791	11,200	2,447	1,528	3,095	3,323
December	28,958	1,284	6,305	10,647	2,415	1,756	2,916	3,635
Annual Total	359,811	15,819	70,513	148,236	27,317	17,647	34,318	45,961
Coal and Wood Dealers								
January	21,060	1,246	5,374	10,542	1,671	1,129	136	962
February	19,991	1,323	5,412	10,221	1,269	973	100	693
March	16,613	1,175	4,346	8,088	1,255	893	85	771
April	10,687	731	2,818	5,309	810	474	37	508
May	10,632	704	2,556	5,851	632	340	51	498
June	11,937	608	2,733	7,113	676	367	38	402
July	11,843	569	2,715	6,928	615	488	78	450
August	14,099	709	3,523	7,820	785	578	27	657
September	16,717	917	4,101	8,472	1,316	928	58	925
October	20,866	1,153	5,131	10,905	1,540	1,144	108	885
November	21,986	1,393	5,589	10,815	1,663	1,227	182	1,117
December	21,605	1,463	5,952	10,036	1,675	1,335	143	1,001
Annual Total	198,036	11,991	50,250	102,100	13,907	9,876	1,043	8,869

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1951

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	<u>Tobacco Stores</u>							
January	6,175	277	1,562	3,164	97	182	266	627
February	6,230	298	1,503	3,269	99	181	249	631
March	6,851	330	1,821	3,482	116	202	218	682
April	6,654	269	1,665	3,479	121	204	269	647
May	7,116	297	1,826	3,699	114	221	283	676
June	8,023	251	1,821	4,613	122	230	302	684
July	6,508	232	1,516	3,485	108	229	218	720
August	7,167	290	1,526	4,050	116	224	251	710
September	7,248	266	1,809	3,842	117	236	257	721
October	7,622	255	1,704	4,332	123	227	284	697
November	7,735	270	1,649	4,500	116	233	278	689
December	10,380	447	2,375	5,639	183	345	439	952
Annual Total	87,709	3,482	20,777	47,554	1,432	2,714	3,314	8,436
	<u>All Other Trades</u>							
January	132,897	9,861	31,315	52,609	5,914	4,498	14,580	14,120
February	124,360	7,816	30,594	47,975	5,860	5,005	13,489	13,621
March	164,427	10,216	40,379	66,775	7,863	4,853	17,654	16,687
April	164,399	9,893	39,339	60,579	9,244	8,815	18,397	18,132
May	191,006	10,844	42,291	72,509	9,740	16,538	20,539	18,545
June	195,188	11,745	44,115	77,448	10,220	10,918	20,639	20,107
July	184,962	11,453	40,485	71,696	9,344	12,837	19,114	20,033
August	207,772	13,385	44,669	76,049	9,605	17,998	24,859	21,214
September	189,889	11,028	42,606	73,294	9,343	11,614	22,709	19,299
October	183,369	11,028	44,943	70,803	9,125	10,915	18,915	17,640
November	185,469	11,191	51,992	68,520	9,270	8,912	18,352	17,232
December	216,422	14,596	51,478	89,578	9,336	8,462	21,428	21,544
Annual Total	2,140,160	133,056	504,206	827,835	104,864	121,365	230,660	218,174



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol XXIV - No. 2

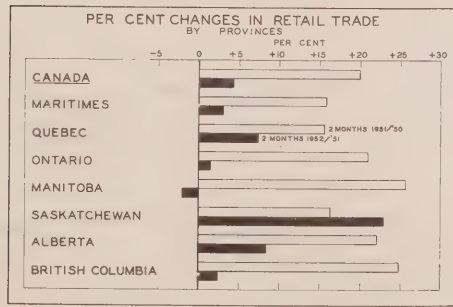
RETAIL TRADE
FEBRUARY, 1952

\$2.00 a year



The total of Canada's retail trade in February was estimated at \$735,097,000, an increase of 5.9% over the February 1951 figure of \$694,169,000. Sales were also up slightly from the January 1951 total of \$703,834,000. Sales in the first two months of 1952 were 4.3% above those in the similar period a year ago. The increase of February 1952 sales over the same month a year ago should be considered in light of the particularly large volume of trade in February 1951 when sales were 18.8% higher than February 1950.

All sections of the country, except Manitoba, reported higher dollar sales volume than a year ago. Saskatchewan's increase of 22.3% was again the largest of any province, (Saskatchewan has been showing the largest gains since October 1951), and was followed by Quebec and Alberta with increases of 9.4% and 7.7% respectively.



Eighteen of the 21 trades reported higher sales in February 1952 than in February 1951. Motor vehicle, appliance and radio, and lumber and building material dealers reported reductions

in sales volume of 13.1%, 12.1% and 5.2% respectively. The two largest sales gains were reported by variety stores (18.5%) and restaurants (18.0%). In the apparel trades, increases were fairly general for all sections of the country, although there was a notable exception in the case of men's clothing stores in Manitoba which recorded a sales decrease of 9.3%.

Department store sales and stocks are compared on page 10 of this bulletin. Against the 3.1% increase in sales for February 1952, there was a 7.6% drop in the selling value of inventories. All regions reported increased department store sales in February, with Saskatchewan showing the largest gain of 11.6%.

In the following table are shown estimates of chain office-and-store appliance dealers' sales, by provinces for February 1951 and February 1952.

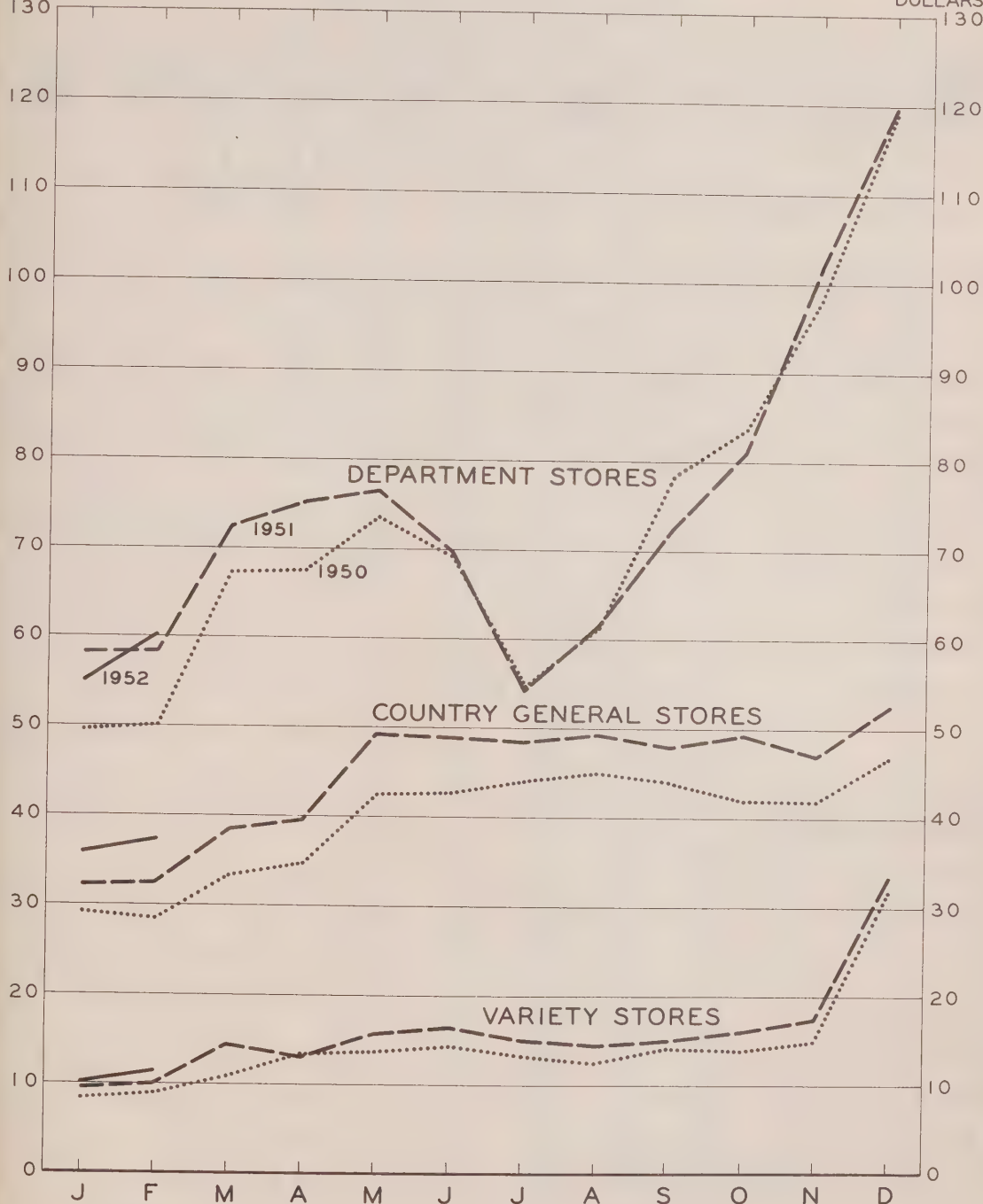
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>February 1951</u>	<u>February 1952</u>	<u>% Change Feb. 1952/Feb. 1951</u>
	<u>\$'000</u>	<u>\$'000</u>	
CANADA	4,954	4,894	- 1.2
Maritime Provinces	194	218	+ 12.4
Quebec	1,009	1,141	+ 13.1
Ontario	2,482	2,435	- 1.9
Manitoba	348	261	- 25.0
Saskatchewan	185	134	- 27.6
Alberta	293	299	+ 2.0
British Columbia	443	406	- 8.4

MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION
DOLLARS
130

MILLION
DOLLARS
130



Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February 1952 Over February 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 5.9	+ 2.8	+ 9.4	+ 3.2	- 2.0	+ 22.3	+ 7.7	+ 7.3
Grocery & Combination.....	+ 16.3	+ 14.4	+ 17.2	+ 15.1	+ 12.8	+ 20.6	+ 15.5	+ 20.8
Meat.....	+ 7.6	+ 11.3	+ 11.4	+ 9.5	+ 15.4	- 1.7	- 0.4	+ 1.6
Country General.....	+ 15.4	+ 2.1	+ 15.1	+ 13.0	(b)	+ 19.0	+ 16.6	+ 16.1
Department	+ 3.3	+ 3.7	+ 0.8	+ 2.1	+ 0.1	+ 11.6	+ 9.2	+ 6.9
Variety	+ 18.5	+ 15.8	+ 22.3	+ 16.5	+ 15.9	+ 30.8	+ 19.0	+ 13.9
Motor Vehicle.....	- 13.1	- 23.1	- 4.3	- 21.4	- 25.1	+ 21.7	- 10.7	- 1.6
Garage & Filling Station.....	+ 11.5	+ 6.7	+ 17.1	+ 10.8	+ 4.5	+ 20.2	+ 7.5	+ 8.1
Men's Clothing	+ 6.7	+ 19.4	+ 13.2	+ 2.7	- 9.3	+ 21.4	+ 21.8	- 1.1
Family Clothing.....	+ 7.7	+ 17.0	+ 15.8	- 1.1	+ 1.6	+ 13.7	+ 22.6	- 4.7
Women's Clothing.....	+ 17.0	+ 20.9	+ 23.3	+ 13.5	+ 10.4	+ 20.3	+ 31.3	+ 4.0
Shoe.....	+ 10.5	+ 8.2	+ 0.4	+ 11.5	+ 9.2	+ 44.8	+ 38.0	+ 15.7
Hardware	+ 3.7	- 14.2	- 7.8	+ 1.9	+ 11.1	+ 39.0	+ 17.5	+ 1.4
Lumber & Building Material....	- 5.2	- 35.2	- 11.7	- 5.6	- 18.8	+ 8.7	+ 3.2	+ 4.3
Furniture	+ 1.3	+ 6.3	- 20.1	+ 7.6	- 21.4	+ 27.9	(b)	+ 8.6
Appliance and Radio	- 12.1	- 13.1	- 32.2	- 12.9	- 5.0	(b)	+ 18.1	+ 1.4
Restaurant	+ 18.0	+ 25.1	+ 22.2	+ 15.6	+ 9.3	+ 22.1	+ 22.1	+ 17.5
Coal & Wood	+ 2.7	+ 19.6	+ 8.3	- 2.6	- 4.2	+ 4.0	- 24.8	+ 19.0
Drug.....	+ 4.5	- 6.6	+ 1.0	+ 5.5	+ 1.6	+ 20.7	+ 10.4	+ 9.4
Jewellery	+ 15.8	+ 51.7	+ 30.7	+ 1.1	+ 10.2	+ 60.4	+ 21.3	+ 2.4
Tobacco	+ 17.9	+ 23.8	+ 7.7	+ 23.2	+ 19.2	+ 17.1	+ 9.2	+ 15.2
All Others	+ 14.9	+ 6.1	+ 16.2	+ 17.0	+ 6.5	+ 40.8	+ 6.2	+ 12.0

(b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January and February 1952 Over January and February 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 4.3	+ 3.1	+ 7.4	+ 1.5	- 2.0	+ 22.9	+ 8.4	+ 2.4
Grocery & Combination	+ 16.7	+ 11.9	+ 17.0	+ 16.6	+ 12.7	(b)	+ 15.9	+ 18.1
Meat	+ 6.9	+ 12.6	+ 11.1	+ 7.1	+ 14.5	- 1.0	+ 1.4	+ 1.2
Country General	+ 13.6	+ 6.8	+ 14.7	+ 8.5	(b)	+ 16.7	+ 13.0	+ 18.4
Department	- 1.0	- 0.2	- 0.4	- 5.0	- 4.9	+ 12.6	+ 5.6	+ 5.3
Variety	+ 12.2	+ 9.4	+ 15.1	+ 10.0	+ 11.3	+ 27.2	+ 15.6	+ 11.1
Motor Vehicle	- 13.1	- 21.4	- 7.9	- 17.5	- 22.7	+ 16.6	- 4.7	- 11.3
Garage & Filling Station	+ 9.2	+ 9.0	+ 10.3	+ 8.6	+ 9.7	+ 23.1	+ 12.1	+ 1.6
Men's Clothing	+ 5.4	+ 7.6	+ 12.7	+ 1.2	- 8.7	+ 22.7	+ 22.8	- 3.5
Family Clothing	+ 8.4	+ 15.1	+ 14.5	+ 0.6	+ 5.1	+ 22.4	+ 23.2	- 2.4
Women's Clothing	+ 17.5	+ 14.7	(b)	+ 6.9	+ 3.2	+ 27.1	+ 31.9	+ 3.3
Shoe	+ 7.2	+ 5.9	+ 5.0	+ 5.4	+ 6.8	+ 45.1	+ 32.4	+ 4.9
Hardware	- 0.6	- 14.2	- 5.7	- 2.2	+ 14.2	+ 27.3	+ 1.8	- 2.6
Lumber & Building Material	- 5.8	- 30.8	- 15.3	- 10.5	- 15.6	+ 23.7	(b)	- 10.7
Furniture	- 1.4	+ 18.4	- 13.4	- 2.9	- 19.2	+ 18.4	(b)	+ 8.9
Appliance and Radio	- 13.2	- 4.9	- 31.4	- 15.1	- 4.4	(b)	+ 22.3	- 4.5
Restaurant	+ 10.7	+ 19.2	+ 12.2	+ 6.2	+ 8.6	+ 21.1	+ 16.0	+ 13.7
Coal & Wood	+ 9.2	+ 18.7	+ 19.1	+ 2.9	- 2.0	+ 17.1	(b)	+ 24.3
Drug	+ 6.7	- 0.8	+ 5.5	+ 6.4	+ 2.6	+ 20.4	+ 12.1	+ 10.0
Jewellery	+ 6.4	+ 29.0	+ 15.8	- 6.0	+ 5.6	+ 41.0	+ 15.7	+ 2.0
Tobacco	+ 14.8	+ 19.3	+ 8.7	+ 17.2	+ 20.4	+ 17.0	+ 10.1	+ 15.2
All Others	+ 8.9	+ 7.2	+ 9.2	+ 8.8	+ 7.4	+ 38.3	+ 3.7	+ 5.4

(b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

FEBRUARY, 1952

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	735,097	46,874	169,488	291,150	43,702	37,629	58,152	88,106
Grocery & Combination	137,362	11,266	40,214	55,584	5,661	4,342	7,269	13,027
Meat	15,582	464	4,526	5,725	540	525	1,276	2,526
Country General	37,435	4,228	8,578	7,717	(b)	5,343	5,141	3,146
Department	60,220	3,540	9,133	22,121	9,122	3,030	4,539	8,735
Variety	11,368	988	3,352	5,284	277	357	546	564
Motor Vehicle	126,198	6,242	22,737	48,595	8,055	6,974	8,692	24,904
Garage & Filling Station	37,308	2,035	8,587	17,879	1,505	1,280	3,053	2,970
Men's Clothing	10,610	768	2,450	4,985	417	357	659	974
Family Clothing	9,506	1,039	2,978	2,857	388	665	602	977
Women's Clothing	10,466	724	2,888	3,561	372	634	973	1,313
Shoe	4,979	434	1,142	2,393	131	139	247	493
Hardware	11,694	495	2,394	3,806	841	824	1,998	1,337
Lumber & Building Material	19,475	338	1,905	9,137	1,724	1,815	2,375	2,180
Furniture	11,380	424	2,664	5,492	261	257	(b)	1,244
Appliance & Radio	10,259	542	1,791	5,100	401	(b)	1,108	927
Restaurant	26,597	1,186	5,504	11,245	1,588	1,292	2,310	3,473
Coal & Wood	20,527	1,582	5,861	9,955	1,216	1,012	76	825
Drug	19,038	1,477	4,151	7,904	1,303	961	1,328	1,913
Jewellery	4,900	440	1,452	1,646	260	170	330	601
Tobacco	7,345	369	1,618	4,029	118	212	272	727
All Others	142,848	8,293	35,563	56,135	6,239	7,049	14,319	15,250

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February 1952 Over January 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 1.7	- 6.8	+ 1.5	+ 1.9	- 0.1	- 3.0	- 2.0	+ 13.4
Grocery & Combination	- 1.5	+ 4.5	- 1.9	- 2.6	+ 0.2	- 9.3	- 0.2	+ 1.3
Meat	- 2.7	+ 1.1	- 10.4	+ 1.3	- 3.4	+ 0.6	+ 5.5	- 1.4
Country General	+ 3.9	- 14.5	+ 16.3	+ 9.2	+ 7.3	- 2.7	+ 1.0	+ 4.9
Department	+ 9.2	+ 9.0	+ 2.0	+ 12.4	+ 14.2	+ 5.0	+ 10.0	+ 5.4
Variety	+ 12.1	+ 11.8	+ 9.4	+ 12.0	+ 12.6	+ 21.8	+ 17.9	+ 18.7
Motor Vehicle	+ 14.0	+ 3.9	+ 12.5	+ 5.6	+ 5.7	- 4.7	+ 9.4	+ 60.0
Garage & Filling Station	- 6.8	- 33.9	+ 2.1	- 0.4	- 29.5	- 29.5	- 1.0	- 16.1
Men's Clothing	- 10.2	- 11.5	- 12.9	- 1.9	- 6.9	- 21.5	- 39.0	- 9.1
Family Clothing	- 15.5	- 16.5	- 7.0	- 22.0	- 24.1	- 14.4	- 1.6	- 21.0
Women's Clothing	- 16.1	- 6.1	(b)	- 13.1	- 6.3	- 11.7	- 14.4	- 17.3
Shoe	- 13.8	- 13.7	- 23.9	- 7.7	- 21.6	+ 20.9	- 23.1	- 14.9
Hardware	- 0.5	- 16.0	- 16.3	- 10.0	+ 10.2	+ 18.7	+ 36.1	+ 16.0
Lumber & Building Material	- 12.1	- 2.9	- 7.3	- 9.3	- 19.8	- 15.4	(b)	+ 23.5
Furniture	+ 6.2	- 27.9	- 5.1	+ 14.7	+ 17.6	+ 42.0	+ 15.8	+ 1.1
Appliance and Radio	- 5.2	- 5.7	- 21.3	- 2.1	- 10.1	(b)	- 9.3	+ 16.8
Restaurant	+ 0.5	+ 11.8	+ 1.4	+ 9.5	- 13.2	- 3.9	- 20.8	- 3.8
Coal & Wood	- 15.6	+ 7.8	- 16.1	- 12.7	- 26.9	- 30.2	- 29.6	- 33.0
Drug	+ 0.2	- 3.1	- 4.0	+ 1.3	+ 19.8	- 7.1	+ 1.5	- 0.3
Jewellery	+ 10.5	+ 25.0	+ 27.8	+ 0.6	- 3.0	+ 11.1	- 10.8	+ 15.8
Tobacco	+ 6.6	+ 16.4	- 5.7	+ 14.7	(a)	- 0.9	- 7.8	+ 0.7
All Others	+ 4.1	- 22.2	+ 11.1	+ 5.3	- 2.5	+ 15.7	- 3.2	+ 9.0

(a) Unchanged (b) Not available

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

FEBRUARY, 1952

(in thousands of dollars)

Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada		Maritime
TOTAL, ALL TRADES	735,097	132,062	603,035	46,874
Grocery and Combination	137,362	54,893	82,469	11,266
Meat	15,582	548	15,034	464
Country General	37,435	1,211	36,224	4,228
Department	60,220	-	60,220	3,540
Variety	11,368	9,862	1,506	988
Motor Vehicle	126,198	1,776	124,422	6,242
Garage & Filling Station	37,308	199	37,109	2,035
Men's Clothing	10,610	1,271	9,339	768
Family Clothing	9,506	2,221	7,285	1,039
Women's Clothing	10,466	2,611	7,854	724
Shoe	4,979	1,768	3,211	434
Hardware	11,694	(1)	(1)	495
Lumber & Building Material	19,475	4,175	15,300	338
Furniture	11,380	2,180	9,200	424
Appliance & Radio	10,259	2,556	7,703	542
Restaurant	26,597	1,904	24,694	1,186
Coal & Wood	20,527	(1)	(1)	1,582
Drug	19,038	2,516	16,523	1,477
Jewellery	4,900	1,857	3,043	440
Tobacco	7,345	1,358	5,988	369
All Others	142,848	38,001	104,847	8,293
		Manitoba		Saskatchewan
TOTAL, ALL TRADES	43,702	5,891	37,811	37,629
Grocery & Combination	5,661	2,555	3,106	4,342
Meat	540	-	540	525
Country General	3,283	(1)	(1)	5,343
Department	9,122	-	9,122	3,030
Variety	277	277	-	357
Motor Vehicle	8,055	(1)	(1)	6,974
Garage & Filling Station	1,505	-	1,505	1,280
Men's Clothing	417	(1)	(1)	357
Family Clothing	388	65	323	665
Women's Clothing	372	129	243	634
Shoe	131	28	103	139
Hardware	841	(1)	(1)	824
Lumber & Building Material	1,724	478	1,246	1,815
Furniture	261	-	261	257
Appliance & Radio	401	99	301	391
Restaurant	1,588	99	1,488	1,292
Coal & Wood	1,216	-	1,216	1,012
Drug	1,303	(1)	(1)	961
Jewellery	260	(1)	(1)	170
Tobacco	118	(1)	(1)	212
All Others	6,239	1,837	4,403	7,049

(1) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

FEBRUARY, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent
Provinces			Quebec			Ontario	
8,140	38,734	169,488	26,583	142,905	291,150	64,777	226,373
2,081	9,185	40,214	11,126	29,088	55,584	30,378	25,206
-	464	4,526	-	4,526	5,725	498	5,227
199	4,029	8,578	380	8,199	7,717	235	7,481
-	3,540	9,133	-	9,133	22,121	-	22,121
876	111	3,352	2,614	738	5,284	4,751	533
(1)	(1)	22,737	(1)	(1)	48,595	500	48,095
(1)	(1)	8,587	-	8,587	17,879	(1)	(1)
(1)	(1)	2,450	219	2,231	4,985	883	4,102
(1)	(1)	2,978	1,025	1,953	2,857	533	2,323
560	668	2,888	570	2,318	3,561	1,214	2,347
(1)	(1)	1,142	444	698	2,393	1,020	1,373
(1)	(1)	2,394	(1)	(1)	3,806	156	3,650
-	338	1,905	(1)	(1)	9,137	(1)	(1)
(1)	(1)	2,664	824	1,840	5,492	855	4,636
56	486	1,791	825	966	5,100	1,197	3,903
(1)	(1)	5,504	520	4,985	11,245	788	10,456
-	1,582	5,861	-	5,861	9,955	(1)	(1)
129	1,349	4,151	244	3,907	7,904	1,331	6,574
(1)	(1)	1,452	428	1,024	1,646	775	871
(1)	(1)	1,618	418	1,201	4,029	(1)	(1)
3,294	4,999	35,563	6,397	29,166	56,135	17,728	38,407
Saskatchewan			Alberta			British Columbia	
5,194	32,435	58,152	8,579	49,573	88,106	12,898	75,208
(1)	(1)	7,269	(1)	(1)	13,027	4,841	8,186
(1)	(1)	1,276	-	1,276	2,526	(1)	(1)
(1)	(1)	5,141	(1)	(1)	3,146	(1)	(1)
-	3,030	4,539	-	4,539	8,735	-	8,735
348	9	546	486	61	564	511	54
(1)	(1)	8,692	(1)	(1)	24,904	(1)	(1)
-	1,280	3,053	-	3,053	2,970	(1)	(1)
(1)	(1)	659	(1)	(1)	974	(1)	(1)
189	477	602	(1)	(1)	977	(1)	(1)
125	509	973	168	805	1,313	348	965
(1)	(1)	247	81	166	493	104	388
-	824	1,998	(1)	(1)	1,337	(1)	(1)
1,163	653	2,375	1,347	1,028	2,180	200	1,980
(1)	(1)	1,039	(b)	(b)	1,244	455	789
(b)	(b)	1,108	202	906	927	95	832
(1)	(1)	2,310	43	2,267	3,473	419	3,054
-	1,012	76	-	76	825	-	825
(1)	(1)	1,328	169	1,159	1,913	517	1,396
(1)	(1)	330	205	125	601	188	413
(1)	(1)	272	(1)	(1)	727	(1)	(1)
1,528	5,520	14,319	2,697	11,623	15,250	4,521	10,729

(b) Not available.

Department Store Sales and Stocks

FEBRUARY 1951 and FEBRUARY 1952

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS*		
	Feb.	Feb.	Change	Jan. 31	Jan. 31	Change
	1951	1952	1952/51	1951	1952	1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	58,396	60,220	+ 3.1	187,088	172,953	- 7.6
1. Women's and Misses' Dresses.....	2,066	2,117	+ 2.5	4,646	3,458	- 25.6
2. Women's and Misses' Coats and Suits	1,622	1,543	- 4.9	4,578	2,860	- 37.5
3. Women's and Misses' Sportswear.....	1,271	1,397	+ 9.9	4,057	3,133	- 22.8
4. Furs	746	630	- 15.5	3,235	3,016	- 6.8
5. Girls' and Infants' Wear	1,667	2,240	+ 34.4	6,042	6,529	+ 8.1
6. Lingerie and Corsets	2,242	2,617	+ 16.7	6,331	5,378	- 15.1
7. Aprons, Housedresses and Uniforms....	448	455	+ 1.6	888	643	- 27.6
8. Millinery	400	516	+ 29.0	1,001	934	- 6.7
9. Hosiery and Apparel Accessories	1,945	2,231	+ 14.7	6,491	5,656	- 12.9
10. Women's, Misses' and Children's Shoes	1,894	2,161	+ 14.1	10,480	9,890	- 5.6
Ladies' Apparel and Accessories.						
Total 1 - 10	14,301	15,907	+ 11.2	47,749	41,497	- 13.1
11. Men's Clothing	2,007	1,875	- 6.6	6,504	6,590	+ 1.3
12. Men's Furnishings	2,052	2,092	+ 1.9	8,277	7,812	- 5.6
13. Boys' Clothing and Furnishings	1,066	1,199	+ 12.5	5,080	4,641	- 8.6
14. Men's and Boys' Shoes	921	859	- 6.7	4,361	3,769	- 13.6
15. Food and Kindred Products.....	5,054	5,295	+ 4.8	5,144	4,485	- 12.8
16. Toiletries, Cosmetics and Drugs	1,602	1,818	+ 13.5	4,357	4,058	- 6.9
17. Photographic Equipment and Supplies..	177	181	+ 2.3	856	763	- 10.9
18. Piece Goods	2,131	2,055	- 3.6	8,090	6,788	- 16.1
19. Linens and Domestic	2,779	2,976	+ 7.1	7,370	6,751	- 8.4
20. Smallwares	1,552	1,642	+ 5.8	5,284	4,938	- 6.5
21. China and Glassware	718	813	+ 13.2	5,417	6,882	+ 27.0
22. Home Furnishings	4,341	4,315	- 0.6	17,591	18,388	+ 4.5
23. Furniture	4,082	4,270	+ 4.6	12,581	11,336	- 9.9
24. Major Appliances	3,122	2,383	- 23.7	8,588	6,376	- 25.8
25. Radio and Music	1,111	1,141	+ 2.7	4,090	3,714	- 9.2
26. Hardware and Housewares	3,852	3,547	- 7.9	11,675	11,146	- 4.5
27. Jewellery	1,097	1,092	- 0.5	6,738	6,504	- 3.5
28. Sporting Goods and Luggage	1,199	1,140	- 4.9	6,953	6,749	- 2.9
29. Stationery, Books and Magazines	924	1,024	+ 10.8	3,104	2,947	- 5.1
30. All Other Departments	4,308	4,596	+ 6.7	7,279	6,819	- 6.3

* Comparisons are based on stocks at the beginning of February in the two years.

Note. Canada totals do not include Newfoundland figures.



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

63-005

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 3

\$2.00 a year

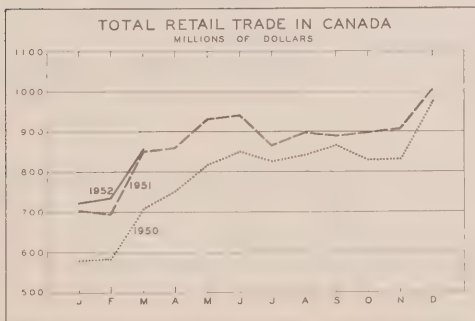
RETAIL TRADE

MARCH, 1952



Canada's retail trade in March 1952 reached an estimated \$856,945,000, a slight gain of 0.6% over the March 1951 figure of \$851,615,000 and 16.6% higher than the February sales of \$734,661,000. The dollar volume of retail trade in the first three months of 1952 amounted to \$2,314,217,000, an increase of 2.9% compared with 1951's first quarter total of \$2,249,618,000.

Saskatchewan, Alberta and British Columbia showed increases of 43.4%, 25.1% and 1.8% respectively. The other four regions reported decreases ranging from 1.7% in the Maritime Provinces to 6.5% in Manitoba. Saskatchewan's increase (where 20 out of 21 trades reported larger sales this March than last) should be considered in the light of last year's sales; in March 1951 retail sales in Saskatchewan were 12.1% lower than in March 1950. One reason for these low sales was the adverse weather conditions affecting this province in March 1951.



Eleven of the 21 trades shown here reported increased sales in March 1952, compared with the same month in 1951. The largest increases were recorded by tobacco stores and women's clothing establish-

ments, (11.7% and 11.2% respectively). Sales of appliance and radio dealers were 19.8% less this year than last; motor vehicle dealers reported a sales decline of 7.8% over March 1951, even though sales increased 30.3% over February.

A comparison of department store sales and stocks for March 1952 and 1951 is given on page 11. Cumulative data are shown on page 12. Department store sales were down 3.3% in March 1952 compared with March 1951. The value of inventories held by department stores at March 1, 1952 was \$190,960,000, 10.6% lower than those held on March 1, 1951.

The following table gives estimates of chain office-and-store appliances dealers' sales, by provinces for March 1951 and 1952.

Chain Office-and-Store Appliance Dealers' Sales

<u>Provinces</u>	<u>March 1951</u>	<u>March 1952</u>	<u>% Change March 1952/51</u>
	\$'000	\$'000	%
CANADA	52,760	48,239	- 8.6
Maritime Provinces	1,833	1,729	- 5.7
Quebec	12,403	11,101	- 10.5
Ontario	25,367	23,591	- 7.0
Manitoba	3,490	2,953	- 15.4
Saskatchewan	1,683	1,422	- 15.5
Alberta	3,625	2,857	- 21.2
British Columbia	4,359	4,586	+ 5.2

MONTHLY SALES FOOD TRADES

180
160
140
120
100
80
60
40
20
0
J F M A M J J A S O N D

180
160
140
120
100
80
60
40
20
0

GROCERY AND COMBINATION STORES

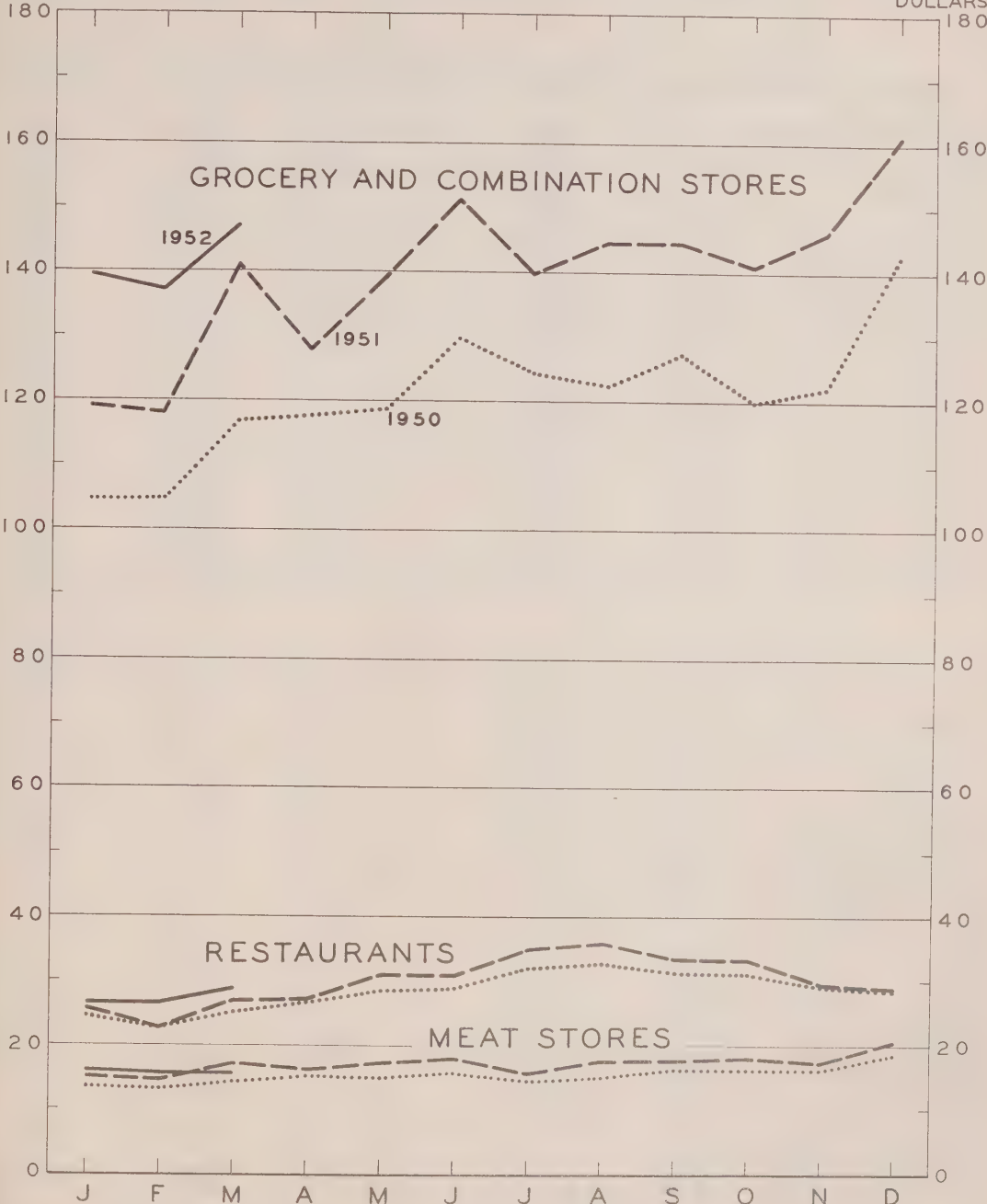
1952

1951

1950

RESTAURANTS

MEAT STORES



Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

MARCH 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	856,945	145,440	711,505	58,137
2	Grocery and Combination.....	147,177	59,077	88,100	12,200
3	Meat	15,467	556	14,911	390
4	Country General	41,176	1,361	39,815	5,354
5	Department	70,213	-	70,213	4,504
6	Variety.....	13,577	11,761	1,816	1,390
7	Motor Vehicle	164,376	2,410	161,965	8,762
8	Garage & Filling Station.....	41,389	246	41,143	2,991
9	Men's Clothing	13,856	1,798	12,057	955
10	Family Clothing	12,159	2,426	9,734	1,440
11	Women's Clothing	16,211	3,239	12,972	828
12	Shoe	7,398	2,708	4,690	679
13	Hardware	13,526	(1)	(1)	671
14	Lumber & Building Material	21,761	3,989	17,772	321
15	Furniture	13,580	3,099	10,481	600
16	Appliance & Radio.....	10,070	2,760	7,311	704
17	Restaurant	28,767	2,031	26,736	2,236
18	Coal & Wood.....	18,330	(1)	(1)	1,503
19	Drug	19,809	2,607	17,202	1,599
20	Jewellery.....	4,717	1,599	3,118	407
21	Tobacco	7,655	1,427	6,228	351
22	All Others.	175,731	41,125	134,606	10,252
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	47,238	6,315	40,923	49,334
24	Grocery & Combination....	6,213	2,799	3,413	5,013
25	Meat	549	-	549	610
26	Country General.....	3,029	(1)	(1)	6,153
27	Department.....	10,014	-	10,014	3,433
28	Variety	317	316	-	391
29	Motor Vehicle	9,201	(1)	(1)	10,936
30	Garage & Filling Station	1,727	-	1,727	2,184
31	Men's Clothing.....	440	(1)	(1)	388
32	Family Clothing	442	54	388	694
33	Women's Clothing	570	191	379	723
34	Shoe	168	45	124	138
35	Hardware	716	(1)	(1)	957
36	Lumber & Building Material	1,965	433	1,532	1,643
37	Furniture	256	-	256	230
38	Appliance & Radio.....	405	100	306	311
39	Restaurant	1,429	13	1,416	6,151
40	Coal & Wood.....	1,093	-	1,093	975
41	Drug	1,156	(1)	(1)	1,136
42	Jewellery.....	344	(1)	(1)	123
43	Tobacco	121	(1)	(1)	211
44	All Others.....	7,083	2,018	5,065	6,934

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

MARCH 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
9,649	48,488	200,032	28,916	171,116	326,071	69,944	256,127	1
2,220	9,980	41,413	11,786	29,627	60,400	32,790	27,610	2
-	390	4,483	-	4,483	5,598	508	5,090	3
265	5,089	9,433	419	9,014	7,769	237	7,533	4
-	4,504	11,877	-	11,877	25,181	-	25,181	5
1,233	157	4,101	3,198	903	6,138	5,519	619	6
(1)	(1)	38,049	(1)	(1)	60,058	643	59,415	7
(1)	(1)	8,949	-	8,949	18,381	(1)	(1)	8
(1)	(1)	3,682	288	3,394	6,343	1,183	5,160	9
(1)	(1)	4,328	1,028	3,300	3,535	627	2,908	10
77	751	6,553	686	5,866	4,542	1,409	3,133	11
(1)	(1)	2,378	790	1,588	3,102	1,509	1,593	12
(1)	(1)	3,196	(1)	(1)	4,516	162	4,354	13
-	321	2,263	(1)	(1)	10,088	(1)	(1)	14
(1)	(1)	3,552	1,219	2,333	6,247	1,079	5,168	15
45	660	2,297	999	1,298	4,449	971	3,478	16
(1)	(1)	1,513	22	1,491	2,672	42	2,631	17
-	1,503	4,672	-	4,672	9,325	(1)	(1)	18
(1)	1,465	4,399	279	4,119	8,152	1,341	6,811	19
134	(1)	1,208	331	877	1,653	656	997	20
(1)	(1)	1,882	446	1,436	4,159	(1)	(1)	21
3,524	6,729	39,804	6,719	33,085	73,763	19,171	54,592	22
Saskatchewan		Alberta			British Columbia			
6,069	43,265	77,368	10,174	67,194	98,768	14,381	84,387	23
(1)	(1)	7,977	(1)	(1)	13,961	5,106	8,856	24
(1)	(1)	1,315	-	1,315	2,522	(1)	(1)	25
(1)	(1)	5,662	(1)	(1)	3,777	(1)	(1)	26
-	3,433	5,227	-	5,227	9,977	-	9,977	27
382	10	613	545	68	628	568	60	28
(1)	(1)	9,268	(1)	(1)	28,103	(1)	(1)	29
-	2,184	3,044	-	3,044	4,113	(1)	(1)	30
(1)	(1)	968	(1)	(1)	1,081	(1)	(1)	31
236	458	655	(1)	(1)	1,066	(1)	(1)	32
154	569	1,028	191	837	1,967	530	1,437	33
(1)	(1)	309	99	211	623	125	498	34
-	957	1,927	(1)	(1)	1,542	(1)	(1)	35
925	718	2,866	1,255	1,612	2,614	244	2,371	36
(1)	(1)	990	(b)	(b)	1,705	669	1,036	37
(b)	(b)	1,128	390	738	776	125	651	38
(1)	(1)	11,058	842	10,216	3,707	453	3,254	39
-	975	79	-	79	682	-	682	40
(1)	(1)	1,356	172	1,184	2,012	556	1,457	41
(1)	(1)	304	156	148	678	222	457	42
(1)	(1)	222	(1)	(1)	711	(1)	(1)	43
1,723	5,211	21,372	2,975	18,398	16,523	4,995	11,528	44

Estimated Retail Trade — By Provinces and Kinds of Business

MARCH 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	856,945	58,137	200,032	326,071	47,238	49,334	77,368	98,768
Grocery & Combination	147,177	12,200	41,413	60,400	6,213	5,013	7,977	13,961
Meat	15,467	390	4,483	5,598	549	610	1,315	2,522
Country General	41,176	5,354	9,433	7,769	3,029	6,153	5,662	3,777
Department	70,213	4,504	11,877	25,181	10,014	3,433	5,227	9,977
Variety	13,577	1,390	4,101	6,138	317	391	613	628
Motor Vehicle	164,376	8,762	38,049	60,058	9,201	10,936	9,268	28,103
Garage & Filling Station	41,389	2,991	8,949	18,381	1,727	2,184	3,044	4,113
Men's Clothing	13,856	955	3,682	6,343	440	388	968	1,081
Family Clothing	12,159	1,440	4,328	3,535	442	694	655	1,066
Women's Clothing	16,211	828	6,553	4,542	723	138	1,028	1,967
Shoe	7,398	679	2,378	3,102	168	957	309	623
Hardware	13,526	671	3,196	4,516	716	1,927	1,927	1,542
Lumber & Building Material	21,761	321	2,263	10,088	1,965	1,643	2,866	2,614
Furniture	13,580	600	3,552	6,247	256	230	(b)	1,705
Appliance & Radio	10,070	704	2,297	4,449	405	(b)	1,128	776
Restaurant	28,767	2,236	1,513	2,672	1,429	6,151	11,058	3,707
Coal & Wood	18,330	1,503	4,672	9,325	1,093	975	79	682
Drug	19,809	1,599	4,399	8,152	1,156	1,136	1,356	2,012
Jewellery	4,717	407	1,208	1,653	344	123	304	678
Tobacco	7,655	351	1,882	4,159	121	211	222	711
All Others	175,731	10,252	39,804	73,763	7,083	6,934	21,372	16,523

* Canada totals do not include Newfoundland, North West Territories and Yukon figures. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

7

(Without Adjustment for Price Changes)

March 1952 Over March 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 0.6	- 1.7	- 2.3	- 5.2	- 6.5	+ 43.4	+ 25.1	+ 1.8
Grocery & Combination	+ 4.3	+ 6.8	+ 1.7	+ 3.4	+ 3.4	+ 19.2	+ 6.1	+ 9.0
Meat	- 9.7	- 10.1	- 10.9	- 8.8	- 0.9	- 8.8	- 5.6	- 13.5
Country General	+ 7.0	+ 3.3	+ 10.8	+ 0.1	+ 2.7	+ 7.4	+ 8.8	+ 20.7
Department	- 3.2	- 6.2	- 5.4	- 5.3	- 7.3	+ 7.1	+ 1.0	+ 5.7
Variety	- 5.7	- 0.7	+ 6.9	- 8.2	- 5.1	+ 21.4	+ 4.8	- 5.7
Motor Vehicle	- 7.8	- 18.8	- 2.5	- 18.2	- 5.4	+ 58.1	+ 0.3	- 3.7
Garage & Filling Station	+ 6.2	- 2.9	+ 5.9	+ 5.5	- 18.1	+ 79.5	+ 13.5	+ 2.9
Men's Clothing	- 8.7	- 2.7	- 14.9	- 10.1	- 9.3	+ 14.1	+ 13.3	- 5.3
Family Clothing	- 3.0	+ 4.5	- 0.7	- 12.5	+ 6.5	+ 8.8	- 0.2	+ 1.6
Women's Clothing	+ 11.2	- 13.2	+ 36.0	- 5.5	+ 12.2	+ 38.5	+ 5.0	- 1.0
Shoe	+ 0.9	+ 5.1	+ 8.8	- 7.5	+ 2.4	+ 34.0	- 1.9	+ 9.3
Hardware	(a)	- 11.7	- 3.6	- 7.2	(a)	+ 53.9	+ 7.8	+ 5.8
Lumber & Building Material	- 3.5	- 28.3	- 19.2	- 12.0	- 7.5	+ 24.0	+ 32.6	+ 16.7
Furniture	+ 2.1	- 10.4	- 9.0	- 0.1	- 19.7	+ 13.3	(b)	+ 29.3
Appliance and Radio	- 19.8	- 35.2	- 29.4	- 20.8	- 25.8	(b)	+ 28.0	- 15.2
Restaurant	+ 7.2	+ 6.7	+ 22.6	- 3.7	+ 7.9	+ 28.9	+ 17.4	+ 6.7
Coal & Wood	+ 10.3	+ 27.9	+ 7.5	+ 15.3	- 12.9	+ 9.2	- 7.1	- 11.5
Drug	+ 4.0	- 0.6	+ 9.4	+ 0.1	- 0.2	+ 25.0	+ 6.9	+ 3.4
Jewellery	- 11.6	+ 0.7	- 24.6	- 16.3	+ 5.5	+ 13.9	+ 7.4	+ 6.9
Tobacco	+ 11.7	+ 6.4	+ 3.3	+ 19.5	+ 4.3	+ 4.5	+ 1.8	+ 4.3
All Others	+ 6.9	+ 0.4	- 1.4	+ 10.5	- 9.9	+ 42.9	+ 21.1	- 1.0

(b) Not available.

Estimated Retail Trade — By Provinces and Kinds of Business

January to March 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	2,314,217	154,466	540,973	911,292	135,453	121,080	186,428	264,549
Grocery & Combination	423,978	34,244	122,626	173,073	17,524	14,142	22,528	39,842
Meat	47,064	1,313	14,058	16,977	1,648	1,657	3,801	7,611
Country General	114,635	14,527	25,387	22,552	9,373	16,986	15,891	9,923
Department	185,592	11,292	29,961	66,974	27,123	9,349	13,894	26,999
Variety	35,087	3,262	10,518	16,139	840	1,041	1,622	1,667
Motor Vehicle	401,249	21,014	81,005	154,659	24,875	25,226	25,904	68,569
Garage & Filling Station	118,711	8,106	25,949	54,205	5,368	5,279	9,181	10,625
Men's Clothing	36,285	2,591	8,944	16,410	1,305	1,200	2,708	3,127
Family Clothing	32,909	3,723	10,507	10,055	1,341	2,136	1,869	3,280
Women's Clothing	39,151	2,323	13,207	12,200	1,339	2,075	3,138	4,868
Shoe	18,154	1,616	5,020	8,088	466	392	877	1,695
Hardware	36,976	1,755	8,449	12,553	2,320	2,475	5,393	4,032
Lumber & Building Material	63,402	1,007	6,223	29,298	5,839	5,604	8,871	6,559
Furniture	35,674	1,612	9,023	16,529	739	668	(b)	4,179
Appliance & Radio	31,155	1,821	6,364	14,759	1,252	(b)	3,457	2,497
Restaurant	81,827	3,676	17,083	32,575	5,654	4,149	7,900	10,791
Coal & Wood	63,172	4,553	17,519	30,687	3,973	3,437	263	2,739
Drug	57,842	4,600	12,873	23,855	3,547	3,131	3,993	5,844
Jewellery	13,615	1,188	3,661	4,776	846	415	947	1,784
Tobacco	21,893	1,037	5,215	11,700	357	637	789	2,160
All Others	455,846	29,206	107,381	183,228	19,724	20,074	50,476	45,758

* Canada totals do not include Newfoundland, North West Territories and Yukon figures. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available. (c) Due to a reporting error jewellery store sales in February have been revised.

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

January to March 1952 Over January to March 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 2.9	+ 1.3	+ 3.5	- 1.1	- 3.7	+ 30.1	+ 14.5	+ 2.1
Grocery & Combination	+ 12.1	+ 10.0	+ 11.4	+ 11.6	+ 9.3	+ 26.2	+ 12.2	+ 14.7
Meat	+ 0.8	+ 4.7	+ 3.0	+ 1.3	+ 8.9	- 4.1	- 1.1	- 4.2
Country General	+ 11.1	+ 5.5	+ 13.2	+ 5.4	+ 17.7	+ 13.1	+ 11.4	+ 19.3
Department	- 1.9	- 2.7	- 2.4	- 5.1	- 5.8	+ 10.5	+ 3.8	+ 5.5
Variety	+ 4.5	+ 4.9	+ 5.4	+ 2.3	+ 4.5	+ 25.0	+ 11.2	+ 4.1
Motor Vehicle	- 11.0	- 20.3	- 5.5	- 17.8	- 17.1	+ 31.6	- 3.0	- 8.3
Garage & Filling Station	+ 8.2	+ 4.3	+ 8.8	+ 7.5	- 1.1	+ 41.5	+ 12.6	+ 2.1
Men's Clothing	- 0.5	+ 3.6	- 0.0	- 3.5	- 8.9	+ 19.8	+ 19.2	- 4.1
Family Clothing	+ 3.9	+ 10.8	+ 7.7	- 4.4	+ 5.6	+ 17.6	+ 13.9	- 1.1
Women's Clothing	+ 14.8	+ 2.9	+ 36.7	+ 1.9	+ 6.9	+ 30.7	+ 21.7	+ 1.5
Shoe	+ 4.5	+ 5.6	+ 6.8	+ 0.1	+ 5.2	+ 41.0	+ 17.9	+ 6.5
Hardware	- 0.4	- 13.2	- 4.9	- 4.1	+ 9.4	+ 36.4	+ 3.9	+ 0.5
Lumber & Building Material ...	- 5.0	- 30.0	- 16.7	- 11.0	- 13.1	- 23.8	+ 26.5	- 1.5
Furniture	- 0.1	+ 5.7	- 11.7	- 1.8	- 19.4	+ 16.6	(b)	+ 16.4
Appliance and Radio	- 15.4	- 19.5	- 30.7	- 16.9	- 12.6	(b)	+ 24.1	- 8.1
Restaurant	+ 9.4	+ 14.0	+ 15.7	+ 2.6	+ 8.4	+ 23.8	+ 16.5	+ 11.2
Coal & Wood	+ 9.5	+ 21.6	+ 15.8	+ 6.4	- 5.3	+ 14.8	- 18.3	+ 12.9
Drug	+ 5.8	- 0.7	+ 6.8	+ 4.1	+ 1.7	+ 22.0	+ 10.3	+ 7.7
Jewellery	- 3.5	+ 16.7	- 4.6	- 12.6	+ 2.4	+ 23.1	+ 6.6	+ 3.0
Tobacco	+ 13.7	+ 14.6	+ 6.7	+ 18.0	+ 14.4	+ 12.5	+ 7.6	+ 11.3
All Others	+ 8.1	+ 4.7	+ 5.0	+ 9.5	+ 0.4	+ 39.8	+ 10.4	+ 3.0

* Due to a reporting error jewellery store sales in February have been revised.

(b) Not available.

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

March 1952 Over February 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 16.6	+ 24.1	+ 18.1	+ 12.1	+ 8.2	+ 31.2	+ 33.2	+ 12.1
Grocery & Combination	+ 7.1	+ 8.3	+ 3.0	+ 8.7	+ 9.8	+ 15.5	+ 9.7	+ 7.2
Meat	- 0.7	- 15.9	- 1.0	- 2.2	+ 1.7	+ 16.2	+ 3.1	- 0.2
Country General	+ 10.0	+ 26.6	+ 10.0	+ 0.7	- 7.7	+ 15.2	+ 10.1	+ 20.1
Department	+ 16.6	+ 27.2	+ 30.0	+ 13.8	+ 9.8	+ 13.3	+ 15.2	+ 14.2
Variety	+ 19.4	+ 40.7	+ 22.3	+ 16.2	+ 14.4	+ 9.5	+ 12.3	+ 11.3
Motor Vehicle	+ 30.3	+ 40.4	+ 67.3	+ 23.6	+ 14.2	+ 56.8	+ 6.6	+ 12.8
Garage & Filling Station	+ 10.9	+ 47.0	+ 4.2	+ 2.8	+ 14.8	+ 70.6	- 0.3	+ 38.5
Men's Clothing	+ 30.6	+ 24.3	+ 50.3	+ 27.2	+ 5.5	+ 8.7	+ 46.9	+ 11.0
Family Clothing	+ 27.9	+ 38.6	+ 45.3	+ 23.7	+ 13.9	+ 4.4	+ 8.8	+ 9.1
Women's Clothing	+ 54.9	+ 14.4	+ 126.9	+ 27.5	+ 53.2	+ 14.0	+ 5.7	+ 49.8
Shoe	+ 48.6	+ 56.5	+ 108.2	+ 29.6	+ 28.2	- 0.7	+ 25.1	+ 26.4
Hardware	+ 15.7	+ 35.6	+ 33.5	+ 18.7	- 14.9	+ 16.1	- 3.6	+ 15.3
Lumber & Building Material	+ 11.7	- 5.0	+ 18.8	+ 10.4	+ 14.0	- 9.5	+ 20.7	+ 19.9
Furniture	+ 19.3	+ 41.5	+ 33.3	+ 13.7	- 1.9	- 10.5	(b)	+ 37.1
Appliance and Radio	- 1.8	+ 29.9	+ 28.3	- 12.8	+ 1.0	(b)	+ 1.8	- 16.3
Restaurant	+ 8.2	+ 20.5	+ 11.8	- 1.7	+ 40.8	+ 17.1	+ 15.7	+ 6.7
Coal & Wood	- 10.7	- 5.0	- 20.3	- 6.3	- 10.1	- 3.7	+ 3.9	- 17.3
Drug	+ 4.0	+ 8.3	+ 6.0	+ 3.1	- 11.3	+ 18.2	+ 2.1	+ 5.2
Jewellery	+ 5.7	- 5.1	- 8.3	+ 11.2	+ 47.0	- 11.5	+ 11.4	+ 15.5
Tobacco	+ 4.2	- 4.9	+ 16.3	+ 3.2	+ 2.5	+ 0.5	- 18.4	- 2.2
All Others	+ 23.0	+ 23.6	+ 11.9	+ 31.4	+ 13.5	- 1.6	+ 49.3	+ 8.3

* Due to a reporting error jewellery store sales in February have been revised.

(b) Not available.

Department Store Sales and Stocks

March 1951 and March 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	March 1951	March 1952	Change 1952/51	Feb. 28 1951	Feb. 29 1952	Change 1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	72,594	70,213	- 3.3	213,713	190,960	- 10.6
1. Women's and Misses' Dresses	2,895	2,545	- 12.1	5,532	4,443	- 19.7
2. Women's and Misses' Coats and Suits	3,725	3,308	- 11.2	6,302	4,305	- 31.7
3. Women's and Misses' Sportswear	1,712	1,524	- 11.0	4,505	3,928	- 12.8
4. Furs	749	628	- 16.2	3,679	3,381	- 8.1
5. Girls' and Infants' Wear	2,962	3,605	+ 21.7	7,867	7,528	- 4.3
6. Lingerie and Corsets	2,507	2,700	+ 7.7	7,439	6,004	- 19.3
7. Aprons, Housedresses and Uniforms	585	589	+ 0.7	1,058	741	- 30.0
8. Millinery	1,103	995	- 9.8	1,319	1,293	- 2.0
9. Hosiery and Apparel Accessories	2,941	2,837	- 3.5	7,694	6,612	- 14.1
10. Women's, Misses' and Children's Shoes	3,312	3,245	- 2.0	12,511	11,279	- 9.8
Ladies' Apparel and Accessories.						
Total 1 - 10	22,491	21,976	- 2.3	57,906	49,514	- 14.5
11. Men's Clothing	2,922	2,612	- 10.6	7,844	7,195	- 8.3
12. Men's Furnishings	2,474	2,495	+ 0.8	9,793	8,835	- 9.8
13. Boys' Clothing and Furnishings	2,118	2,112	- 0.3	6,482	5,329	- 17.3
14. Men's and Boys' Shoes	1,161	1,213	+ 4.5	5,073	4,073	- 19.7
15. Food and Kindred Products	6,049	5,369	- 11.2	5,780	4,701	- 18.7
16. Toiletries, Cosmetics and Drugs	1,619	1,778	+ 9.8	4,693	4,392	- 6.4
17. Photographic Equipment and Supplies ..	205	185	- 9.8	934	791	- 15.3
18. Piece Goods	2,292	2,258	- 1.5	9,379	7,756	- 17.3
19. Linens and Domestic	2,230	2,247	+ 0.8	8,808	7,411	- 15.9
20. Smallwares	1,474	1,597	+ 8.3	6,010	5,437	- 9.5
21. China and Glassware	803	781	- 2.7	5,820	7,385	+ 26.9
22. Home Furnishings	4,772	4,738	- 0.7	18,577	19,299	+ 3.9
23. Furniture	4,012	3,876	- 3.4	13,470	12,171	- 9.6
24. Major Appliances	3,374	2,618	- 22.4	9,117	6,322	- 30.7
25. Radio and Music	1,037	1,086	+ 4.7	4,382	3,710	- 15.3
26. Hardware and Housewares	4,203	4,071	- 3.1	13,414	11,892	- 11.3
27. Jewellery	1,206	1,122	- 7.0	7,535	6,868	- 8.9
28. Sporting Goods and Luggage	1,575	1,496	- 5.0	8,042	7,345	- 8.7
29. Stationery, Books and Magazines	1,003	986	- 1.7	3,134	3,079	- 1.8
30. All Other Departments	5,574	5,597	+ 0.4	7,520	7,455	- 0.9

Note. Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS
January-to-March 1951 and January-to-March 1952

Department	SALES		
	Jan.-to-March 1951	Jan.-to-March 1952	Change 1952/1951
	\$ '000	\$ '000	%
TOTAL, ALL DEPARTMENTS	189,240	185,592	- 1.9
1. Women's and Misses' Dresses	6,697	6,257	- 6.6
2. Women's and Misses' Coats and Suits	6,634	5,974	- 9.9
3. Women's and Misses' Sportswear	4,268	4,198	- 1.6
4. Furs	3,103	2,644	-14.8
5. Girls' and Infants' Wear	6,099	7,678	+25.9
6. Lingerie and Corsets	6,934	7,687	+10.9
7. Aprons, Housedresses and Uniforms	1,483	1,483	(a)
8. Millinery	1,878	1,852	- 1.4
9. Hosiery and Apparel Accessories	6,733	6,946	+ 3.2
10. Women's, Misses' and Children's Shoes	6,956	7,110	+ 2.2
Ladies' Apparel and Accessories.			
Total 1 - 10	50,785	51,829	+ 2.1
11. Men's Clothing	7,003	6,465	- 7.7
12. Men's Furnishings	6,578	6,743	+ 2.5
13. Boys' Clothing and Furnishings	4,292	4,613	+ 7.5
14. Men's and Boys' Shoes	2,862	2,831	- 1.1
15. Food and Kindred Products	15,775	15,550	- 1.4
16. Toiletries, Cosmetics and Drugs	4,809	5,274	+ 9.7
17. Photographic Equipment and Supplies ..	542	527	- 2.8
18. Piece Goods	6,688	6,696	+ 0.1
19. Linens and Domestic	8,650	9,005	+ 4.1
20. Smallwares	4,755	4,931	+ 3.7
21. China and Glassware	2,231	2,248	+ 0.8
22. Home Furnishings	13,037	12,174	- 6.6
23. Furniture	12,478	11,906	- 4.6
24. Major Appliances	9,579	6,732	-29.7
25. Radio and Music	3,248	3,276	+ 0.9
26. Hardware and Housewares	11,540	10,507	- 9.0
27. Jewellery	3,317	3,138	- 5.4
28. Sporting Goods and Luggage	3,880	3,607	- 7.0
29. Stationery, Books and Magazines	2,871	2,949	+ 2.7
30. All Other Departments	14,320	14,591	+ 1.9

NOTE: Canada totals do not include Newfoundland figures.
(a) Change of less than .05 per cent



Canada
DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

UNIVERSITY OF TORONTO

DEPT. OF POLITICAL ECONOMY

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 4

\$2.00 a year

RETAIL TRADE

APRIL, 1952

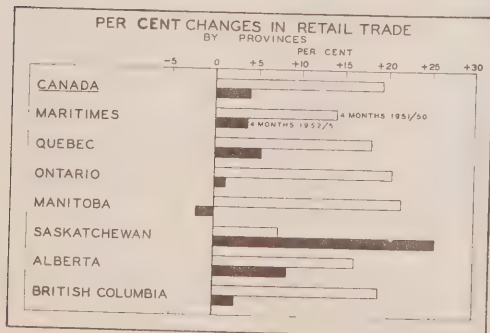


Canada's retail stores had estimated dollar sales of \$919,903,000 in April 1952. This was 7.1% higher than the April 1951 sales figure of \$859,228,000. In the first 4 months of 1952 sales rose 4.0% over the same period last year.

TOTAL RETAIL TRADE IN CANADA

Month	1951 \$'000	1952 \$'000	% Change 1952/1951
January	703,834	722,611	+ 2.7
February	694,169	734,661	+ 5.8
March	851,615	856,945	+ 0.6
April	859,228	919,903	+ 7.1
TOTAL	3,108,846	3,234,120	+ 4.0

All regions showed gains in retail trade in April 1952, when compared with April 1951; Saskatchewan again reported the largest increase (25.4%) of any province; the Maritimes followed with an increase of 11.7%. Other areas showed gains ranging from 0.6% in Manitoba to 7.6% in Quebec. Sales in the first 4 months of 1952 were higher than in the corresponding period of 1951, in all provinces except Manitoba.



Fourteen out of 21 trades reported increased sales volume in April 1952 compared with the same month a year ago, and 4 of these exceeded 15%. The largest gain (26.0%) was recorded by variety stores. Other increases were shown by grocery and combination stores (11.6%), motor vehicle dealers (3.9%), family

clothing stores (17.9%), drug stores (15.2%) and the "all others" group (14.4%). The largest decrease in sales was reported by appliance and radio dealers (-19.8%) as a result of very large reductions in Quebec, Ontario and British Columbia; other decreases ranged from 0.2% for department stores to 10.8% for lumber and building material dealers.

Retail trade in April continued its seasonal upward trend; February sales were 1.7% higher than January, March sales were 16.6% above February and April sales rose 7.3% above March. As might be expected, all of the apparel trades reported increases over March; these ranged from 9.4% for men's clothing stores to 31.9% by shoe stores. Also following the seasonal pattern were motor vehicle dealers and appliance and radio stores whose sales rose 18.2% and 21.6% respectively over March.

To obtain a proper perspective on the dollar volume of retail sales in April 1952, consideration should be given to the fact that in April 1951, retail sales had already reached all time highs for Canada as a whole and for our 3 largest provinces, Quebec, Ontario and British Columbia. It should also be noted that Easter occurred in March in 1951 but in April this year.

Department store sales and stocks for April 1952 and 1951 are compared on page 11 of this bulletin. Department store sales showed a slight decrease of 0.2% but the value of their inventories as of March 31, 1952 showed a marked drop of 15.5% from March 31, 1951.

The following table gives estimates of chain office-and-store-appliance dealers' sales, by provinces for April 1952 and 1951.

Chain Office-and-Store Appliance Dealers' Sales

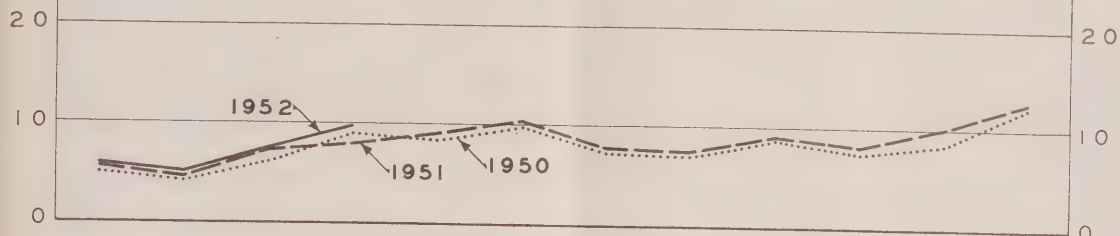
<u>Province</u>	<u>April 1951</u>	<u>April 1952</u>	<u>% Change April 1952/51</u>
	\$'000	\$'000	
CANADA	4,943	5,101	+ 3.2
Maritime Provinces	152	206	+ 35.5
Quebec	1,179	1,204	+ 2.1
Ontario	2,447	2,437	- 0.4
Manitoba	331	357	+ 7.9
Saskatchewan	100	112	+ 12.0
Alberta	292	347	+ 18.8
British Columbia	442	438	- 0.9

MONTHLY SALES APPAREL STORES

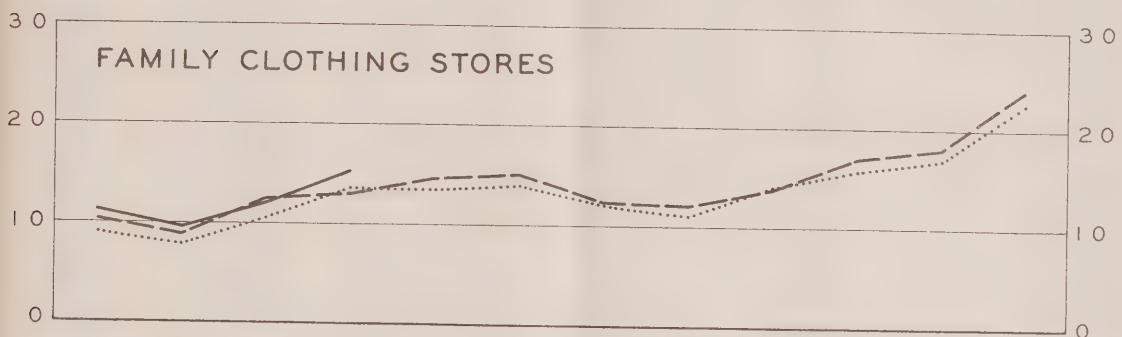
MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0

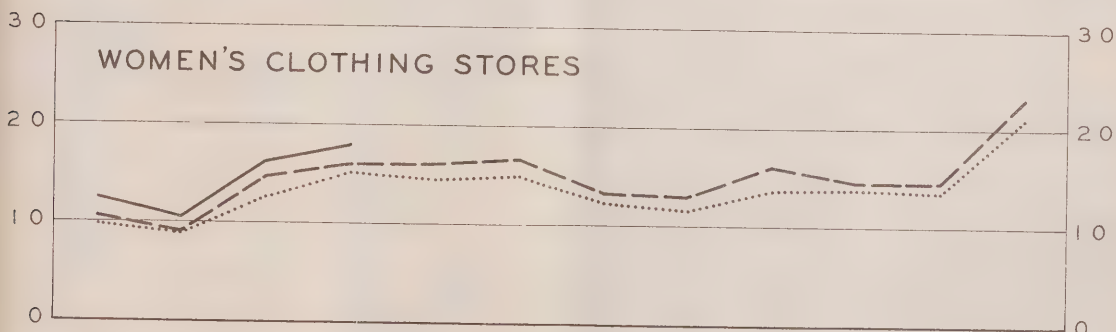
SHOE STORES



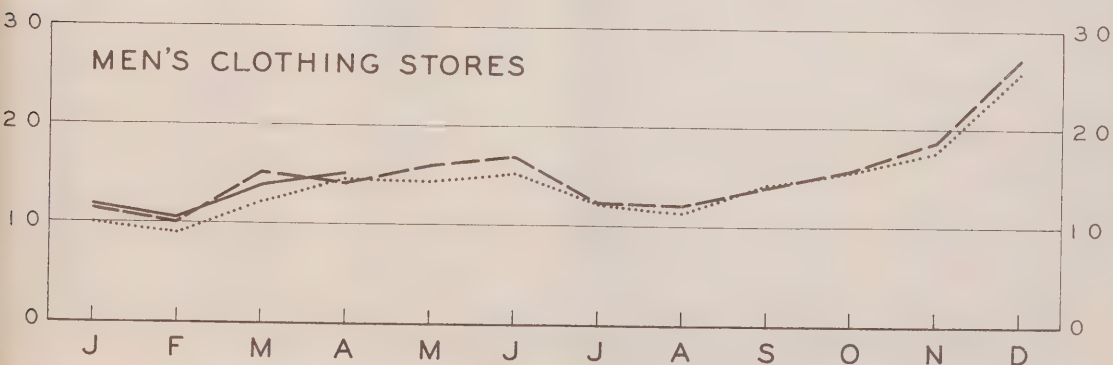
FAMILY CLOTHING STORES



WOMEN'S CLOTHING STORES



MEN'S CLOTHING STORES



Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

APRIL, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	919,903	153,918	765,985	64,306
2	Grocery and Combination.....	142,875	56,499	86,376	11,769
3	Meat	15,749	542	15,207	472
4	Country General	42,787	1,404	41,383	5,687
5	Department	75,058	-	75,058	5,419
6	Variety.....	16,496	14,298	2,199	1,711
7	Motor Vehicle	194,226	2,836	191,390	12,694
8	Garage & Filling Station.....	47,217	243	46,974	2,748
9	Men's Clothing	15,153	2,053	13,100	1,189
10	Family Clothing	15,345	3,289	12,056	1,770
11	Women's Clothing	18,019	3,800	14,219	1,014
12	Shoe	9,761	3,421	6,340	940
13	Hardware	16,605	(1)	(1)	956
14	Lumber & Building Material	25,181	4,548	20,633	489
15	Furniture	13,411	2,939	10,472	765
16	Appliance & Radio.....	12,243	2,503	9,740	729
17	Restaurant	28,636	2,062	26,573	1,501
18	Coal & Wood.....	10,968	(1)	(1)	749
19	Drug	19,724	2,692	17,032	1,609
20	Jewellery.....	4,976	1,704	3,273	333
21	Tobacco	7,472	1,343	6,129	284
22	All Others.....	188,001	46,470	141,531	11,478
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	54,947	6,778	48,169	60,139
24	Grocery & Combination.....	6,178	2,612	3,566	4,718
25	Meat	591	-	591	567
26	Country General.....	3,296	(1)	(1)	7,218
27	Department.....	10,733	-	10,733	3,902
28	Variety	432	432	1	513
29	Motor Vehicle	10,240	(1)	(1)	16,772
30	Garage & Filling Station	2,438	-	2,438	2,900
31	Men's Clothing.....	538	(1)	(1)	553
32	Family Clothing.....	638	64	574	1,175
33	Women's Clothing.....	662	222	441	1,035
34	Shoe	289	65	224	231
35	Hardware	998	(1)	(1)	1,213
36	Lumber & Building Material	2,420	388	2,032	1,896
37	Furniture	269	-	269	262
38	Appliance & Radio.....	544	142	402	736
39	Restaurant	2,250	107	2,143	1,558
40	Coal & Wood.....	685	-	685	396
41	Drug	1,171	(1)	(1)	1,086
42	Jewellery.....	284	(1)	(1)	151
43	Tobacco	126	(1)	(1)	261
44	All Others.....	10,165	2,390	7,775	12,996

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

5

APRIL, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
10,640	53,666	226,846	31,652	195,194	343,177	72,654	270,523	1
2,196	9,573	41,396	11,524	29,872	57,360	30,871	26,489	2
(b)	(b)	4,980	-	4,980	5,279	501	4,778	3
274	5,413	9,568	425	9,143	7,559	231	7,328	4
-	5,419	12,128	-	12,128	28,421	-	28,421	5
1,518	193	4,972	3,878	1,095	7,342	6,601	741	6
(1)	(1)	50,555	(1)	(1)	67,711	721	66,990	7
(1)	(1)	9,854	-	9,854	20,849	(1)	(1)	8
(1)	(1)	4,176	350	3,826	6,462	1,363	5,100	9
(1)	(1)	4,827	1,465	3,361	4,500	811	3,689	10
109	905	6,759	885	5,874	5,179	1,663	3,517	11
(1)	(1)	3,104	950	2,154	4,005	1,941	2,064	12
(1)	(1)	3,630	(1)	(1)	5,880	206	5,674	13
-	489	3,084	(1)	(1)	11,407	(1)	(1)	14
(1)	(1)	4,097	1,155	2,943	5,713	954	4,760	15
81	648	2,469	756	1,713	5,615	846	4,770	16
(1)	(1)	5,589	536	5,053	11,273	843	10,430	17
-	749	3,071	-	3,071	5,388	(1)	(1)	18
139	1,470	4,121	287	3,834	8,251	1,351	6,900	19
(1)	(1)	1,511	379	1,132	1,802	739	1,063	20
(1)	(1)	1,830	422	1,408	3,994	(1)	(1)	21
3,946	7,533	45,125	7,795	37,330	69,187	21,153	48,035	22
Saskatchewan		Alberta			British Columbia			
6,482	53,657	72,564	10,616	61,948	97,934	15,101	82,833	23
(1)	(1)	7,846	(1)	(1)	13,609	4,955	8,653	24
(1)	(1)	1,262	-	1,262	2,599	(1)	(1)	25
(1)	(1)	5,959	(1)	(1)	3,501	(1)	(1)	26
-	3,902	5,051	-	5,051	9,404	-	9,404	27
500	13	801	712	89	726	657	69	28
(1)	(1)	11,209	(1)	(1)	25,045	(1)	(1)	29
(b)	(b)	4,432	-	4,432	3,997	(1)	(1)	30
(1)	(1)	1,047	(1)	(1)	1,188	(1)	(1)	31
387	787	816	(1)	(1)	1,621	(1)	(1)	32
196	839	1,268	225	1,043	2,102	501	1,601	33
(1)	(1)	501	129	372	690	127	563	34
-	1,213	2,225	(1)	(1)	1,703	(1)	(1)	35
1,094	802	3,214	1,735	1,478	2,672	266	2,406	36
(1)	(1)	709	-	709	1,595	686	910	37
(b)	(b)	1,389	312	1,077	762	142	620	38
(1)	(1)	2,751	47	2,704	3,714	492	3,222	39
-	396	22	(b)	(b)	658	-	658	40
(1)	(1)	1,479	216	1,263	2,008	548	1,460	41
(1)	(1)	295	158	137	601	217	383	42
(1)	(1)	267	(1)	(1)	710	(1)	(1)	43
2,012	10,984	20,021	3,452	16,570	19,029	5,723	13,305	44

Estimated Retail Trade -- By Provinces and Kinds of Business

APRIL 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	919,903	64,306	226,846	343,177	54,947	60,139	72,564	97,934
Grocery & Combination	142,875	11,769	41,396	57,360	6,178	4,718	7,846	13,609
Meat	15,749	(b)	4,980	5,279	591	567	1,262	2,599
Country General	42,787	5,687	9,568	7,559	3,296	7,218	5,959	3,501
Department	75,058	5,419	12,128	28,421	10,733	3,902	5,051	9,404
Variety	16,496	1,711	4,972	7,342	432	513	801	726
Motor Vehicle	194,226	12,694	50,555	67,711	10,240	16,772	11,209	25,045
Garage & Filling Station	47,217	2,748	9,854	20,849	2,438	(b)	4,432	3,997
Men's Clothing	15,153	1,189	4,176	6,462	538	553	1,047	1,188
Family Clothing	15,345	1,770	4,827	4,500	638	1,175	816	1,621
Women's Clothing	18,019	1,014	6,759	5,179	662	1,035	1,268	2,102
Shoe	9,761	940	3,104	4,005	289	(b)	501	690
Hardware	16,605	956	3,630	5,880	998	1,213	2,225	1,703
Lumber & Building Material	25,181	489	3,084	11,407	2,420	1,896	3,214	2,672
Furniture	13,411	765	4,097	5,713	269	262	709	1,595
Appliance & Radio	12,243	729	2,469	5,615	544	(b)	1,389	762
Restaurant	28,636	1,501	5,589	11,273	2,250	1,558	2,751	3,714
Coal & Wood	10,968	749	3,071	5,388	685	396	(b)	658
Drug	19,724	1,609	4,121	8,251	1,171	1,086	1,479	2,008
Jewellery	4,976	333	1,511	1,802	284	151	295	601
Tobacco	7,472	284	1,830	3,994	(b)	261	267	710
All Others	188,001	11,478	45,125	69,187	10,165	12,996	20,021	19,029

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

7

(Without Adjustment for Price Changes)

April 1952 Over April 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 7.1	+ 11.7	+ 7.6	+ 5.4	+ 0.6	+ 25.4	+ 6.0	+ 4.0
Grocery & Combination	+ 11.6	+ 12.9	+ 13.3	+ 8.8	+ 10.9	+ 17.8	+ 12.0	+ 16.4
Meat	- 1.5	(b)	- 4.4	- 1.6	+ 3.1	- 9.4	- 5.9	+ 6.4
Country General	+ 8.3	+ 10.7	+ 2.7	+ 2.6	+ 5.0	+ 19.2	+ 10.1	+ 13.7
Department	- 0.2	+ 8.5	- 1.7	+ 2.1	- 6.2	+ 2.1	- 3.6	- 1.4
Variety	+ 26.0	+ 38.0	+ 25.1	+ 22.8	+ 29.3	+ 49.1	+ 32.4	+ 17.7
Motor Vehicle	+ 3.9	+ 7.4	+ 7.9	+ 1.7	- 5.3	+ 21.9	- 6.0	- 0.2
Garage & Filling Station	+ 10.5	+ 7.4	+ 2.0	+ 8.4	+ 4.2	(b)	+ 33.7	+ 5.9
Men's Clothing	+ 7.5	+ 12.1	+ 15.7	+ 2.5	+ 1.9	+ 20.2	+ 6.1	+ 2.8
Family Clothing	+ 17.9	+ 23.2	+ 20.3	+ 11.2	+ 31.8	+ 53.4	+ 21.8	+ 1.2
Women's Clothing	+ 13.1	+ 14.6	+ 9.5	+ 11.3	+ 18.9	+ 45.8	+ 24.1	+ 8.9
Shoe	+ 19.8	+ 33.5	+ 15.7	+ 20.4	+ 18.4	(b)	+ 29.8	+ 5.0
Hardware	- 5.6	- 1.3	- 12.4	- 0.2	- 5.4	+ 14.1	- 11.0	- 13.3
Lumber & Building Material	- 10.8	- 14.8	- 3.7	- 14.7	- 19.8	+ 5.2	- 3.3	- 8.4
Furniture	- 7.1	+ 10.4	- 10.8	- 8.7	- 17.5	- 7.4	- 11.3	+ 8.1
Appliance and Radio	- 19.8	- 0.1	- 43.4	- 19.1	+ 8.4	(b)	+ 25.0	- 31.4
Restaurant	+ 5.9	+ 17.4	+ 2.4	+ 2.0	+ 5.9	+ 23.8	+ 9.7	+ 10.1
Coal & Wood	+ 2.6	+ 2.5	+ 9.0	+ 1.5	- 15.4	- 16.5	(b)	+ 29.5
Drug	+ 15.2	+ 17.0	+ 14.5	+ 13.4	+ 10.3	+ 29.6	+ 24.2	+ 12.7
Jewellery	- 4.2	- 2.3	+ 10.9	- 12.4	- 8.4	+ 7.1	- 3.9	- 11.5
Tobacco	+ 12.3	+ 5.6	+ 9.9	+ 14.8	(b)	+ 27.9	- 0.7	+ 9.7
All Others	+ 14.4	+ 16.0	+ 14.7	+ 14.2	+ 10.0	+ 47.4	+ 8.8	+ 4.9

(b) Not available

Estimated Retail Trade - By Provinces and Kinds of Business

MARCH, 1952 (corrected)

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	856,945	57,330	204,670	334,457	48,045	44,696	68,982	98,768
Grocery & Combination	147,177	12,200	41,413	60,400	6,213	5,013	7,977	13,961
Meat	15,467	390	4,483	5,598	549	610	1,315	2,522
Country General	41,176	5,354	9,433	7,769	3,029	6,153	5,662	3,777
Department	70,213	4,504	11,877	25,181	10,014	3,433	5,227	9,977
Variety	13,577	1,390	4,101	6,138	317	391	613	628
Motor Vehicle	164,376	8,762	38,049	60,058	9,201	10,936	9,268	28,103
Garage & Filling Station	41,389	2,991	8,949	18,381	1,727	2,184	3,044	4,113
Men's Clothing	13,856	955	3,682	6,343	440	388	968	1,081
Family Clothing	12,159	1,440	4,328	3,535	442	694	655	1,066
Women's Clothing	16,211	828	6,553	4,542	570	723	1,028	1,967
Shoe	7,398	679	2,378	3,102	168	138	309	623
Hardware	13,526	671	3,196	4,516	716	957	1,927	1,542
Lumber & Building Material	21,761	321	2,263	10,088	1,965	1,643	2,866	2,614
Furniture	13,580	600	3,552	6,247	256	230	(b)	1,705
Appliance & Radio	10,070	704	2,297	4,449	405	(b)	1,128	776
Restaurant (c)	28,767	1,429	6,151	11,058	2,236	1,513	2,672	3,707
Coal & Wood	18,330	1,503	4,672	9,325	1,093	975	79	682
Drug	19,809	1,599	4,399	8,152	1,156	1,136	1,356	2,012
Jewellery	4,717	407	1,208	1,653	344	123	304	678
Tobacco	7,655	351	1,882	4,159	121	211	222	711
All Others	175,731	10,252	39,804	73,763	7,083	6,934	21,372	16,523

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(c) This table has been corrected for an error in restaurant dealers' sales in the March report.

Percentage Changes in Retail Trade - By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

January to April 1952 Over January to April 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 4.0	+ 3.7	+ 5.3	+ 1.3	- 2.1	+ 25.4	+ 8.5	+ 2.6
Grocery & Combination	+ 12.0	+ 10.8	+ 11.9	+ 10.9	+ 9.7	+ 24.0	+ 12.2	+ 15.2
Meat	+ 0.2	(b)	+ 1.0	+ 0.6	+ 7.3	- 5.5	- 2.4	- 1.7
Country General	+ 10.4	+ 6.9	+ 10.1	+ 4.7	+ 14.1	+ 14.9	+ 11.1	+ 17.8
Department	- 1.4	+ 0.7	- 2.2	- 3.1	- 5.9	+ 7.9	+ 1.7	+ 3.6
Variety	+ 10.6	+ 14.3	+ 11.0	+ 7.9	+ 11.8	+ 32.0	+ 17.5	+ 7.9
Motor Vehicle	- 6.6	- 11.8	- 0.7	- 12.7	- 13.9	+ 27.5	- 4.1	- 6.3
Garage & Filling Station	+ 8.8	+ 5.1	+ 6.8	+ 7.8	+ 0.5	(b)	+ 18.7	+ 3.1
Men's Clothing	+ 1.7	+ 6.1	+ 4.1	- 1.9	- 6.0	+ 19.9	+ 15.3	- 2.3
Family Clothing	+ 8.0	+ 14.5	+ 11.4	- 0.1	+ 12.8	+ 28.2	+ 16.2	- 0.3
Women's Clothing	+ 14.3	+ 6.2	+ 26.1	+ 4.6	+ 10.6	+ 35.5	+ 22.4	+ 3.6
Shoe	+ 9.4	+ 14.4	+ 10.0	+ 6.0	+ 9.9	(b)	+ 21.9	+ 6.0
Hardware	- 2.1	- 9.4	- 7.3	- 2.9	+ 4.5	+ 28.2	- 1.0	- 4.0
Lumber & Building Material	- 6.7	- 25.7	- 12.8	- 12.1	- 15.2	+ 18.5	+ 16.9	- 3.6
Furniture	- 2.1	+ 7.2	- 11.4	- 3.7	- 18.9	+ 8.6	+ 27.5	+ 14.0
Appliance and Radio	- 16.7	- 14.8	- 34.8	- 17.5	- 7.1	(b)	+ 24.4	- 14.8
Restaurant	+ 8.5	+ 15.0	+ 12.1	+ 2.5	+ 7.6	+ 23.8	+ 14.7	+ 10.9
Coal & Wood	+ 8.5	+ 18.5	+ 14.7	+ 5.6	- 6.9	+ 10.5	(b)	+ 15.8
Drug	+ 8.0	+ 3.3	+ 8.6	+ 6.4	+ 3.7	+ 23.9	+ 13.7	+ 8.9
Jewellery	- 3.7	+ 11.9	- 0.5	- 12.6	- 0.5	+ 18.4	+ 3.9	- 1.1
Tobacco	+ 13.3	+ 12.5	+ 7.5	+ 17.2	(b)	+ 16.6	+ 5.4	+ 10.9
All Others	+ 9.9	+ 7.7	+ 7.7	+ 10.7	+ 3.5	+ 42.7	+ 9.9	+ 3.6

(b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April 1952 Over March 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 7.3	+ 12.2	+ 10.8	+ 2.6	+ 14.4	+ 34.6	+ 5.2	- 0.8
Grocery & Combination	- 2.9	- 3.5	(a)	- 5.0	- 0.6	- 5.9	- 1.6	- 2.5
Meat	+ 1.8	(b)	+ 11.1	- 5.7	+ 7.7	- 7.0	- 4.0	+ 3.1
Country General	+ 3.9	+ 6.2	+ 1.4	- 2.7	+ 8.8	+ 17.3	+ 5.2	- 7.3
Department	+ 6.9	+ 20.3	+ 2.1	+ 12.9	+ 7.2	+ 13.7	- 3.4	- 5.7
Variety	+ 21.5	+ 23.1	+ 21.2	+ 19.6	+ 36.3	+ 31.2	+ 30.7	+ 15.6
Motor Vehicle	+ 18.2	+ 44.9	+ 32.9	+ 12.7	+ 11.3	+ 53.4	+ 20.9	- 10.9
Garage & Filling Station	+ 14.1	- 8.1	+ 10.1	+ 13.4	+ 41.2	(b)	+ 45.6	- 2.8
Men's Clothing	+ 9.4	+ 24.5	+ 13.4	+ 1.9	+ 22.3	+ 42.5	+ 8.2	+ 9.9
Family Clothing	+ 26.2	+ 22.9	+ 11.5	+ 27.3	+ 44.3	+ 69.3	+ 24.6	+ 52.1
Women's Clothing	+ 11.2	+ 22.5	+ 3.1	+ 14.0	+ 16.1	+ 43.2	+ 23.3	+ 6.9
Shoe	+ 31.9	+ 38.4	+ 30.5	+ 29.1	+ 72.0	(b)	+ 62.1	+ 10.8
Hardware	+ 22.8	+ 42.5	+ 13.6	+ 30.2	+ 39.4	+ 26.8	+ 15.5	+ 10.4
Lumber & Building Material	+ 15.7	+ 52.3	+ 36.3	+ 13.1	+ 23.2	+ 15.4	+ 12.1	+ 2.2
Furniture	- 1.2	+ 27.5	+ 15.3	- 8.5	+ 5.1	+ 13.9	- 28.4	- 6.5
Appliance and Radio	+ 21.6	+ 3.6	+ 7.5	+ 26.2	+ 34.3	(b)	+ 23.1	- 1.8
Restaurant	- 0.5	+ 5.0	- 9.1	+ 1.9	- 0.6	+ 3.0	+ 3.0	+ 0.2
Coal & Wood	- 40.2	- 50.2	- 34.3	- 42.2	- 37.3	- 59.4	(b)	- 3.5
Drug	- 0.4	+ 0.6	- 6.3	+ 1.2	+ 1.3	- 4.4	+ 9.1	- 0.2
Jewellery	+ 5.5	- 18.2	+ 25.1	+ 9.0	- 17.4	+ 22.8	- 3.0	- 11.4
Tobacco	- 2.4	- 19.1	- 2.8	- 4.0	(b)	+ 23.7	+ 20.3	- 0.1
All Others	+ 7.0	+ 12.0	+ 13.4	- 6.2	+ 43.5	+ 87.4	- 6.3	+ 15.2

(a) Unchanged (b) Not available

Department Store Sales and Stocks

11

April 1951 and April 1952

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	April 1951	April 1952	Change 1952/51	Mar.31 1951	Mar.31 1952	Change 1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	75,210	75,058	- 0.2	240,355	203,211	- 15.5
1. Women's and Misses' Dresses	2,884	2,997	+ 3.9	6,336	4,791	- 24.4
2. Women's and Misses' Coats and Suits	3,707	3,842	+ 3.6	6,247	4,419	- 29.3
3. Women's and Misses' Sportswear	1,575	1,856	+ 17.8	5,463	4,585	- 16.1
4. Furs	496	407	- 17.9	4,561	3,760	- 17.6
5. Girls' and Infants' Wear	3,639	4,387	+ 20.6	8,714	7,958	- 8.7
6. Lingerie and Corsets	2,548	2,766	+ 8.6	8,248	7,091	- 14.0
7. Aprons, Housedresses and Uniforms	589	607	+ 3.1	1,298	947	- 27.0
8. Millinery	951	1,278	+ 34.4	1,393	1,404	+ 0.8
9. Hosiery and Apparel Accessories	2,962	3,287	+ 11.0	8,833	7,268	- 17.7
10. Women's, Misses' and Children's Shoes	3,581	4,053	+ 13.2	13,632	12,221	- 10.4
Ladies' Apparel and Accessories.						
Total 1 - 10	22,932	25,480	+ 11.1	64,725	54,444	- 15.9
11. Men's Clothing	2,830	2,676	- 5.4	8,719	7,611	- 12.7
12. Men's Furnishings	2,670	2,861	+ 7.2	11,311	9,715	- 14.1
13. Boys' Clothing and Furnishings	2,145	2,570	+ 19.8	6,867	5,696	- 17.1
14. Men's and Boys' Shoes	1,336	1,354	+ 1.3	5,417	4,335	- 20.0
15. Food and Kindred Products	4,769	5,121	+ 7.4	5,407	4,455	- 17.6
16. Toiletries, Cosmetics and Drugs	1,527	1,668	+ 9.2	4,961	4,671	- 5.8
17. Photographic Equipment and Supplies ..	185	185	(a)	983	797	- 18.9
18. Piece Goods	2,126	1,849	- 13.0	9,734	8,219	- 15.6
19. Linens and Domestic	2,207	1,986	- 10.0	9,649	8,143	- 15.6
20. Smallwares	1,424	1,431	+ 0.5	6,450	5,764	- 10.6
21. China and Glassware	832	805	- 3.2	6,255	7,631	+ 22.0
22. Home Furnishings	5,384	5,094	- 5.4	25,110	19,623	- 21.9
23. Furniture	4,268	3,850	- 9.8	15,671	12,415	- 20.8
24. Major Appliances	4,259	2,497	- 41.4	9,819	6,484	- 34.0
25. Radio and Music	934	748	- 19.9	4,770	3,941	- 17.4
26. Hardware and Housewares	5,173	4,844	- 6.4	14,580	12,736	- 12.6
27. Jewellery	1,209	1,037	- 14.2	8,389	6,921	- 17.5
28. Sporting Goods and Luggage	2,185	2,002	- 8.4	9,654	7,875	- 18.4
29. Stationery, Books and Magazines	805	878	+ 9.1	3,371	3,356	- 0.4
30. All Other Departments	6,010	6,122	+ 1.9	8,513	8,379	- 1.6

(a) Change of less than .05%

Note. Canada totals do not include Newfoundland figures.



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

MERCHANDISING FILM Government Publications
UNIVERSITY OF TORONTO
PART OF POLYMER

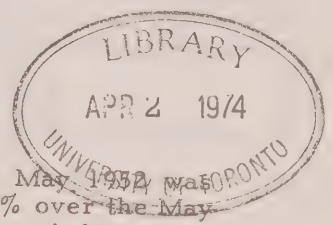
Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 5

\$2.00 a year

RETAIL TRADE

MAY, 1952



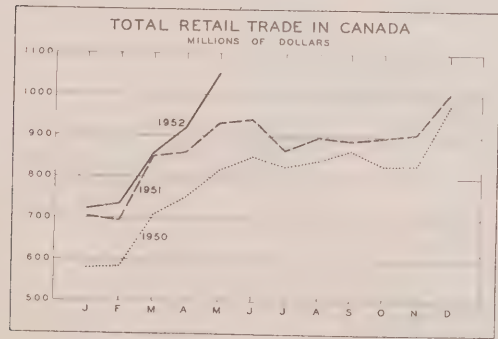
The total of Canada's retail trade in May 1952 was estimated at \$1,053,488,000, an increase of 13.1% over the May 1951 figure of \$931,116,000. Retail sales in the period January to May 1952 amounted to \$4,287,608,000, 6.1% and 24.4% above sales in the corresponding periods in 1951 and 1950.

TOTAL RETAIL TRADE IN CANADA

Month	1951 \$'000	1952 \$'000	% Change 1952/1951
First Quarter	2,249,618	2,314,217	+ 2.9
April	859,228	919,903	+ 7.1
May	931,116	1,053,488	+ 13.1
TOTAL	4,039,962	4,287,608	+ 6.1

All geographic divisions followed the national trend, both for the month of May and for the 5 month cumulative period. Increases over May 1951 ranged from 3.1% in Saskatchewan to 21.2% in British Columbia; cumulative gains varied from 0.5% and 3.7% in Manitoba and Ontario to 10.4% and 18.6% in Alberta and Saskatchewan respectively.

Four out of 21 trades reported declines in retail sales in May 1952 compared with the same month a year ago. These were lumber and building material dealers (-6.3%), meat stores (-2.4%), men's clothing stores (-2.1%) and hardware stores (-0.9%).



The largest sales gain over May 1951 was recorded by furniture stores (33.4%). Motor vehicle dealers followed with a sales increase of 31.2% thereby establishing an all time high of \$240,185,000. These gains by motor vehicle dealers exceeded 20% in all areas but Saskatchewan. The third lar-

gest sales increase of the month (21.7%) was recorded by appliance and radio stores.

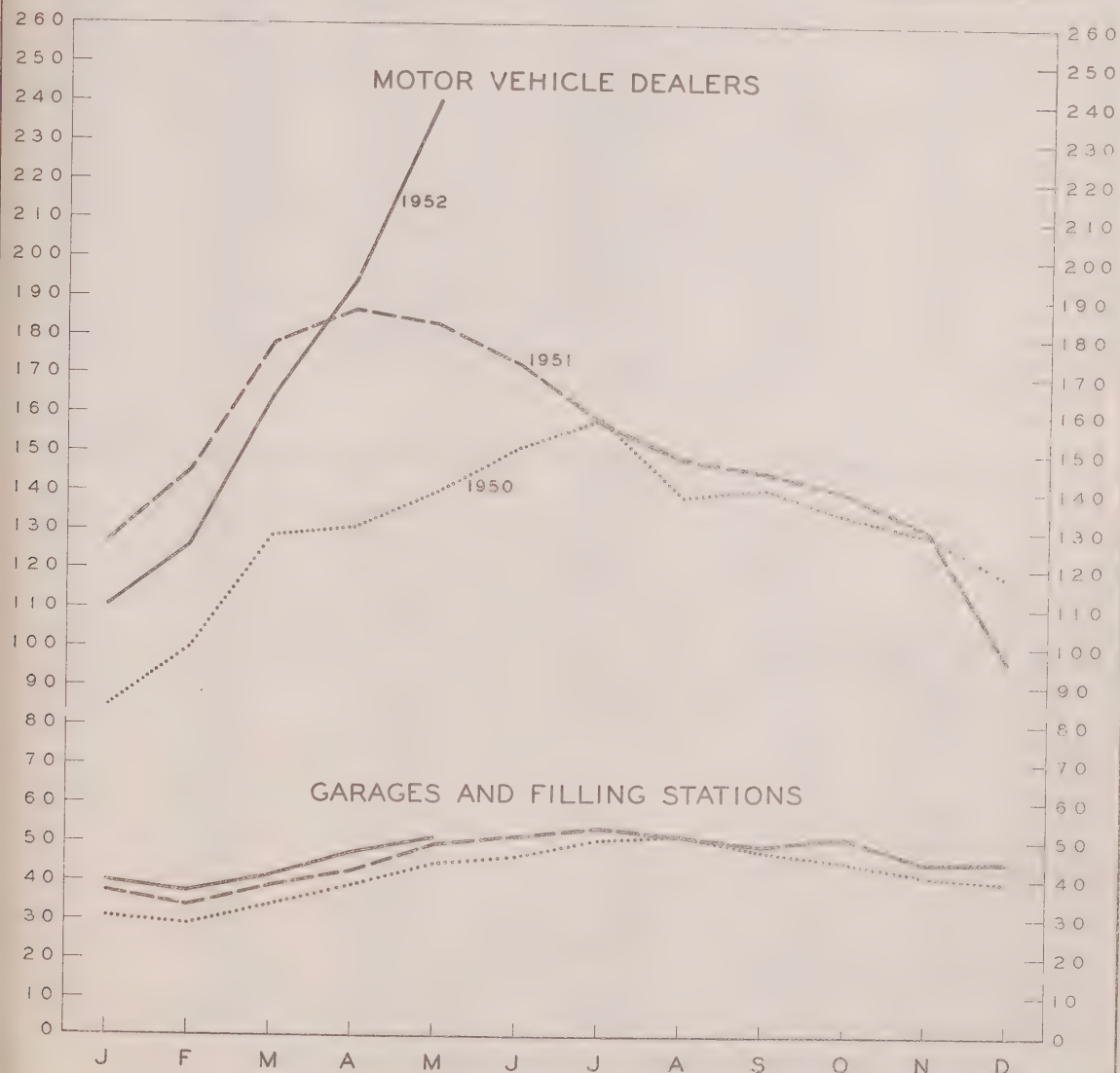
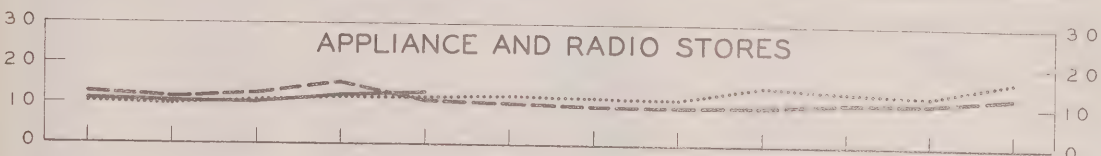
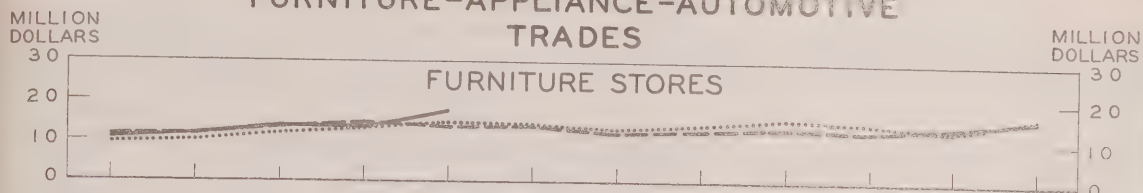
A comparison of department store sales for May 1952 and 1951 and of stocks for April 30, 1952 and 1951 are given in the table on page 10. Total department store sales were up 9.2% over May 1951 with 27 out of 30 departments having increased sales volume. On the other hand, the value of department store inventories held on April 30, 1952 was 16.5% below their value on the same date in 1951.

The following table gives estimates of chain office-and-store appliance dealers' sales, by provinces for May 1952 and 1951.

Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>May 1951 \$'000</u>	<u>May 1952 \$'000</u>	<u>% Change May 1952/51</u>
CANADA	4,960	5,301	+ 6.9
Maritime Provinces	193	183	- 5.2
Quebec	1,170	1,254	+ 7.2
Ontario	2,405	2,641	+ 9.8
Manitoba	328	319	- 2.7
Saskatchewan	116	133	+ 14.7
Alberta	270	323	+ 19.6
British Columbia	478	448	- 6.3

MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES



Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

May, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	1,053,488	174,119	879,369	71,498
2	Grocery and Combination.....	163,750	64,679	99,071	12,552
3	Meat	16,797	488	16,309	474
4	Country General	50,319	1,661	48,658	6,434
5	Department	83,651	-	83,651	6,520
6	Variety.....	16,861	14,566	2,295	1,752
7	Motor Vehicle	240,185	3,524	236,661	14,251
8	Garage & Filling Station.....	51,159	291	50,868	3,264
9	Men's Clothing	15,432	2,022	13,411	1,345
10	Family Clothing	15,662	3,265	12,398	1,823
11	Women's Clothing	16,371	4,086	12,285	1,156
12	Shoe	9,990	3,354	6,636	901
13	Hardware	21,650	(1)	(1)	1,136
14	Lumber & Building Material	33,368	7,422	25,947	422
15	Furniture	17,770	3,973	13,797	1,336
16	Appliance & Radio.....	13,062	2,957	10,105	888
17	Restaurant	33,341	2,184	31,157	1,774
18	Coal & Wood.....	11,914	(1)	(1)	789
19	Drug	19,992	2,737	17,255	1,669
20	Jewellery.....	6,032	2,197	3,835	407
21	Tobacco	7,756	1,360	6,396	301
22	All Others.....	208,426	51,763	156,664	12,304
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	64,393	8,175	56,218	65,602
24	Grocery & Combination.....	6,974	3,143	3,831	5,618
25	Meat	679	-	679	777
26	Country General.....	3,805	(1)	(1)	7,905
27	Department.....	11,959	-	11,959	4,239
28	Variety	414	414	1	470
29	Motor Vehicle	14,864	(1)	(1)	16,944
30	Garage & Filling Station	2,162	-	2,162	2,801
31	Men's Clothing.....	550	(1)	(1)	548
32	Family Clothing	532	67	465	1,175
33	Women's Clothing	590	220	371	932
34	Shoe	304	72	231	234
35	Hardware	952	(1)	(1)	1,600
36	Lumber & Building Material	4,501	1,099	3,403	3,259
37	Furniture	395	-	395	239
38	Appliance & Radio.....	401	100	301	707
39	Restaurant	2,640	112	2,528	1,571
40	Coal & Wood.....	676	-	676	334
41	Drug	1,236	(1)	(1)	1,100
42	Jewellery.....	395	(1)	(1)	189
43	Tobacco	111	(1)	(1)	265
44	All Others.....	10,253	2,518	7,735	14,695

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

May, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
12,150	59,348	252,251	36,644	215,607	396,794	81,704	315,090	1
2,365	10,188	49,009	13,765	35,244	65,952	35,173	30,779	2
(b)	(b)	5,060	-	5,060	5,786	441	5,345	3
312	6,122	11,662	520	11,143	9,807	299	9,508	4
-	6,520	13,600	-	13,600	29,860	-	29,860	5
1,554	197	5,429	4,234	1,195	7,342	6,601	741	6
(1)	(1)	55,784	(1)	(1)	87,746	914	86,832	7
(1)	(1)	11,366	-	11,366	22,403	(1)	(1)	8
(1)	(1)	3,829	(b)	(b)	6,534	1,366	5,168	9
(1)	(1)	5,324	1,468	3,856	4,321	792	3,528	10
112	1,044	4,989	928	4,061	4,991	1,794	3,198	11
(1)	(1)	3,505	998	2,507	3,854	1,767	2,087	12
(1)	(1)	5,184	(1)	(1)	7,801	278	7,523	13
-	422	3,672	(1)	(1)	14,455	(1)	(1)	14
(1)	(1)	5,607	1,724	3,882	7,595	1,270	6,325	15
51	838	3,210	1,294	1,916	5,653	1,101	4,552	16
(1)	(1)	5,996	567	5,429	13,768	896	12,873	17
-	789	2,952	-	2,952	6,671	(1)	(1)	18
145	1,524	4,242	300	3,941	8,298	1,406	6,892	19
(1)	(1)	1,394	481	913	2,431	936	1,496	20
(1)	(1)	1,852	420	1,432	4,229	(1)	(1)	21
4,567	7,737	48,585	8,601	39,985	77,297	23,926	53,370	22
Saskatchewan		Alberta			British Columbia			
7,529	58,073	85,200	11,535	73,665	117,760	16,385	101,375	23
(1)	(1)	8,973	(1)	(1)	14,673	5,399	9,274	24
(1)	(1)	1,502	-	1,502	2,518	(1)	(1)	25
(1)	(1)	6,709	(1)	(1)	3,997	(1)	(1)	26
-	4,239	5,926	-	5,926	11,547	-	11,547	27
459	12	750	667	83	705	638	67	28
(1)	(1)	14,251	(1)	(1)	36,346	(1)	(1)	29
(b)	(b)	4,596	-	4,596	4,568	(1)	(1)	30
(1)	(1)	1,356	(1)	(1)	1,270	(1)	(1)	31
353	822	849	(1)	(1)	1,640	(1)	(1)	32
215	716	1,363	235	1,128	2,350	581	1,768	33
(1)	(1)	372	146	226	820	164	657	34
-	1,600	3,027	(1)	(1)	1,952	(1)	(1)	35
2,003	1,256	3,954	2,143	1,811	3,106	297	2,809	36
(1)	(1)	838	-	838	1,761	708	1,053	37
(b)	(b)	1,023	(b)	(b)	1,180	116	1,064	38
(1)	(1)	3,439	47	3,392	4,153	526	3,627	39
-	334	37	(b)	(b)	455	-	455	40
(1)	(1)	1,410	206	1,204	2,039	547	1,491	41
(1)	(1)	401	208	193	815	279	536	42
(1)	(1)	292	(1)	(1)	705	(1)	(1)	43
2,163	12,532	24,132	3,725	20,407	21,160	6,264	14,897	44

Estimated Retail Trade — By Provinces and Kinds of Business

May, 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	1,053,488	71,498	252,251	396,794	64,393	65,602	85,200	117,760
Grocery & Combination	163,750	12,552	49,009	65,952	6,974	5,618	8,973	14,673
Meat	16,797	(b)	5,060	5,786	679	777	1,502	2,518
Country General	50,319	6,434	11,662	9,807	3,805	7,905	6,709	3,997
Department	83,651	6,520	13,600	29,860	11,959	4,239	5,926	11,547
Variety	16,861	1,752	5,429	7,342	414	470	750	705
Motor Vehicle	240,185	14,251	55,784	87,746	14,864	16,944	14,251	36,346
Garage & Filling Station	51,159	3,264	11,366	22,403	2,162	(b)	4,596	4,568
Men's Clothing	15,432	1,345	(b)	6,534	550	548	1,356	1,270
Family Clothing	15,662	1,823	5,324	4,321	532	1,175	849	1,640
Women's Clothing	16,371	1,156	4,989	4,991	590	932	1,363	2,350
Shoe	9,990	901	3,505	3,854	304	(b)	372	820
Hardware	21,650	1,136	5,184	7,801	952	1,600	3,027	1,952
Lumber & Building Material	33,368	422	3,672	14,455	4,501	3,259	3,954	3,106
Furniture	17,770	1,336	5,607	7,595	395	239	838	1,761
Appliance & Radio	13,062	888	3,210	5,653	401	(b)	(b)	1,180
Restaurant	33,341	1,774	5,996	13,768	2,640	1,571	3,439	4,153
Coal & Wood	11,914	789	2,952	6,671	676	334	(b)	455
Drug	19,992	1,669	4,242	8,298	1,236	1,100	1,410	2,039
Jewellery	6,032	407	1,394	2,431	395	(b)	401	815
Tobacco	7,756	301	1,852	4,229	(b)	265	292	705
All Others	208,426	12,304	48,585	77,297	10,253	14,695	24,132	21,160

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

May 1952 Over May 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 13.1	+ 17.4	+ 12.8	+ 12.2	+ 9.0	+ 3.1	+ 16.3	+ 21.2
Grocery & Combination	+ 17.6	+ 16.4	+ 19.6	+ 16.7	+ 13.5	+ 19.2	+ 17.8	+ 17.9
Meat	- 2.4	(b)	- 9.8	+ 2.0	+ 7.9	+ 1.3	- 1.0	- 2.3
Country General	+ 2.2	+ 2.5	- 2.6	+ 2.0	- 5.9	+ 0.6	+ 10.2	+ 17.8
Department	+ 9.2	+ 15.0	+ 1.1	+ 5.7	+ 10.4	+ 4.9	+ 20.6	+ 22.5
Variety	+ 7.2	+ 16.0	+ 7.3	+ 4.6	+ 5.9	+ 13.3	+ 11.9	+ 4.9
Motor Vehicle	+ 31.2	+ 38.0	+ 29.3	+ 34.2	+ 23.5	+ 14.9	+ 26.6	+ 38.5
Garage & Filling Station	+ 2.9	+ 4.8	+ 4.9	+ 5.0	- 12.5	(b)	+ 25.2	+ 6.6
Men's Clothing	- 2.1	+ 26.2	(b)	- 10.9	+ 7.4	+ 21.5	+ 35.1	(a)
Family Clothing	+ 6.8	+ 5.0	+ 10.9	- 1.1	- 4.7	+ 14.7	+ 8.4	+ 17.6
Women's Clothing	+ 1.9	+ 10.8	- 9.2	+ 0.8	+ 1.5	+ 26.1	+ 10.6	+ 16.5
Shoe	+ 9.0	+ 23.4	+ 2.2	+ 9.6	+ 2.0	(b)	+ 26.5	+ 16.3
Hardware	- 0.9	+ 9.1	- 5.9	+ 1.3	- 14.2	+ 1.7	- 4.1	+ 10.7
Lumber & Building Material ...	- 6.3	- 30.9	- 15.9	- 12.6	+ 6.3	+ 14.1	+ 1.5	+ 0.4
Furniture	+ 33.4	+ 85.6	+ 28.6	+ 31.1	+ 29.9	+ 10.1	+ 15.4	+ 46.4
Appliance and Radio	+ 21.7	+ 35.6	+ 11.3	+ 18.5	+ 6.1	(b)	(b)	+ 55.7
Restaurant	+ 8.0	+ 16.2	+ 6.5	+ 6.8	+ 2.7	+ 7.5	+ 12.6	+ 11.3
Coal & Wood	+ 12.1	+ 12.1	+ 15.5	+ 14.0	+ 7.0	- 1.8	(b)	- 8.6
Drug	+ 9.9	+ 16.4	+ 9.2	+ 7.1	+ 5.6	+ 18.0	+ 16.5	+ 12.5
Jewellery	+ 14.1	+ 10.0	+ 3.9	+ 17.2	+ 24.2	(b)	+ 16.6	+ 26.4
Tobacco	+ 9.0	+ 1.3	+ 1.4	+ 14.3	(b)	+ 19.9	+ 3.2	+ 4.3
All Others	+ 9.1	+ 13.5	+ 14.9	+ 6.6	+ 5.3	- 11.1	+ 17.5	+ 14.1

(a) Unchanged (b) Not available

Percentage Changes in Retail Trade - By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to May 1952 Over January to May 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 6.1	+ 6.8	+ 7.1	+ 3.7	+ 0.5	+ 18.6	+ 10.4	+ 6.6
Grocery & Combination.....	+ 13.2	+ 11.9	+ 13.5	+ 12.1	+ 10.5	+ 22.9	+ 13.4	+ 15.7
Meat.....	- 0.4	(b)	- 1.5	+ 0.9	+ 7.4	- 3.8	- 2.0	- 1.8
Country General.....	+ 8.3	+ 5.8	+ 6.6	+ 4.0	+ 8.8	+ 11.0	+ 10.9	+ 17.8
Department.....	+ 1.0	+ 4.3	- 1.4	- 1.1	- 2.5	+ 7.2	+ 5.7	+ 7.6
Variety.....	+ 9.7	+ 14.7	+ 10.0	+ 7.1	+ 10.3	+ 27.1	+ 16.1	+ 7.2
Motor Vehicle.....	+ 1.8	- 1.2	+ 6.6	- 3.1	- 5.4	+ 23.6	+ 2.8	+ 3.0
Garage & Filling Station.....	+ 7.4	+ 5.0	+ 6.3	+ 7.1	- 2.6	(b)	+ 20.3	+ 3.9
Men's Clothing.....	+ 0.8	+ 10.7	(b)	- 4.0	- 3.2	+ 20.3	+ 19.9	- 1.8
Family Clothing.....	+ 7.7	+ 12.0	+ 11.3	- 0.3	+ 8.6	+ 24.4	+ 14.2	+ 3.6
Women's Clothing.....	+ 11.3	+ 7.4	+ 17.0	+ 3.7	+ 8.4	+ 33.2	+ 19.4	+ 6.6
Shoe.....	+ 9.3	+ 16.6	+ 7.6	+ 6.8	+ 7.5	(b)	+ 22.9	+ 8.5
Hardware.....	- 1.7	- 4.6	- 6.9	- 1.7	- 0.3	+ 18.8	- 1.9	- 0.7
Lumber & Building Material....	- 6.6	- 26.9	- 13.7	- 12.3	- 8.6	+ 17.1	+ 12.7	- 2.6
Furniture.....	+ 5.3	+ 26.4	- 2.3	+ 3.3	- 9.3	+ 8.9	+ 25.0	+ 20.2
Appliance and Radio.....	- 10.2	- 5.7	- 26.7	- 11.7	- 5.0	(b)	(b)	- 3.2
Restaurant.....	+ 8.4	+ 15.3	+ 10.9	+ 3.5	+ 5.6	+ 19.9	+ 14.1	+ 11.0
Coal & Wood.....	+ 9.0	+ 17.6	+ 14.8	+ 6.8	- 5.4	+ 9.4	(b)	+ 12.2
Drug.....	+ 8.4	+ 5.9	+ 8.7	+ 6.5	+ 4.1	+ 22.6	+ 14.3	+ 9.6
Jewellery.....	+ 0.2	+ 11.5	+ 0.4	- 6.1	+ 4.9	(b)	+ 6.8	+ 4.7
Tobacco.....	+ 12.4	+ 10.3	+ 6.2	+ 16.6	(b)	+ 17.4	+ 4.9	+ 9.6
All Others.....	+ 9.7	+ 9.0	+ 9.3	+ 9.7	+ 3.9	+ 20.3	+ 11.8	+ 6.0

(b) Not available

Percentage Changes in Retail Trade -- By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

May 1952 Over April 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 14.5	+ 11.2	+ 11.2	+ 15.6	+ 17.2	+ 9.1	+ 17.4	+ 20.2
Grocery & Combination	+ 14.6	+ 6.7	+ 18.4	+ 15.0	+ 12.9	+ 19.1	+ 14.4	+ 7.8
Meat	+ 6.7	(b)	+ 1.6	+ 9.6	+ 14.9	+ 37.0	+ 19.0	- 3.1
Country General	+ 17.6	+ 13.1	+ 21.9	+ 29.7	+ 15.4	+ 9.5	+ 12.6	+ 14.2
Department	+ 11.4	+ 20.3	+ 12.1	+ 5.1	+ 11.4	+ 8.6	+ 17.3	+ 22.8
Variety	+ 2.2	+ 2.4	+ 9.2	(a)	- 4.2	- 8.4	- 6.4	- 2.9
Motor Vehicle	+ 23.7	+ 12.3	+ 10.3	+ 29.6	+ 45.2	+ 1.0	+ 27.1	+ 45.1
Garage & Filling Station	+ 8.3	+ 18.8	+ 15.3	+ 7.5	- 11.3	(b)	+ 3.7	+ 14.3
Men's Clothing	+ 1.8	+ 13.1	(b)	+ 1.1	+ 2.2	- 0.9	+ 29.5	+ 6.9
Family Clothing	+ 2.1	+ 3.0	+ 10.3	- 4.0	- 16.6	(a)	+ 4.0	+ 1.2
Women's Clothing	- 9.1	+ 14.0	- 26.2	- 3.6	- 10.9	- 10.0	+ 7.5	+ 11.8
Shoe	+ 2.3	- 4.1	+ 12.9	- 3.8	+ 5.2	(b)	- 25.7	+ 18.8
Hardware	+ 30.4	+ 18.8	+ 42.8	+ 32.7	- 4.6	+ 31.9	+ 36.0	+ 14.6
Lumber & Building Material	+ 32.5	- 13.7	+ 19.1	+ 26.7	+ 86.0	+ 72.0	+ 23.0	+ 16.2
Furniture	+ 32.5	+ 74.6	+ 36.9	+ 32.9	+ 46.8	- 8.8	+ 18.2	+ 10.4
Appliance and Radio	+ 6.7	+ 21.8	+ 30.0	+ 0.7	- 26.3	(b)	(b)	+ 54.9
Restaurant	+ 16.4	+ 18.2	+ 7.3	+ 22.1	+ 17.3	+ 0.8	+ 25.0	+ 11.8
Coal & Wood	+ 8.6	+ 5.3	- 3.9	+ 23.8	- 1.3	- 15.7	(b)	- 30.9
Drug	+ 1.4	+ 3.7	+ 2.9	+ 0.6	+ 5.6	+ 1.3	- 4.7	+ 1.5
Jewellery	+ 21.2	+ 22.2	- 7.7	+ 34.9	+ 39.1	(b)	+ 35.9	+ 35.6
Tobacco	+ 3.8	+ 6.0	+ 1.2	+ 5.9	(b)	+ 1.5	+ 9.4	- 0.7
All Others	+ 10.9	+ 7.2	+ 7.7	+ 11.7	+ 0.9	+ 13.1	+ 20.5	+ 11.2

(a) Unchanged (b) Not available

Department Store Sales and Stocks

May 1951 and May 1952

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES *			STOCKS *		
	May 1951	May 1952	Change 1952/51	Apr. 30 1951	Apr. 30 1952	Change 1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	76,584	83,651	+ 9.2	239,204	199,674	- 16.5
1. Women's and Misses' Dresses.....	3,808	3,842	+ 0.9	5,941	4,535	- 23.7
2. Women's and Misses' Coats and Suits	2,378	2,518	+ 5.9	4,911	3,759	- 23.5
3. Women's and Misses' Sportswear.....	2,006	2,243	+ 11.8	5,508	4,872	- 11.5
4. Furs	278	218	- 21.6	4,595	3,707	- 19.3
5. Girls' and Infants' Wear	3,427	3,706	+ 8.1	9,746	7,309	- 25.0
6. Lingerie and Corsets	2,900	3,357	+ 15.8	8,267	7,973	- 3.6
7. Aprons, Housedresses and Uniforms....	776	778	+ 0.3	1,442	1,052	- 27.0
8. Millinery	849	841	- 0.9	1,182	1,070	- 9.5
9. Hosiery and Apparel Accessories	3,008	3,157	+ 5.0	8,634	6,322	- 26.8
10. Women's, Misses' and Children's Shoes	4,215	4,329	+ 2.7	13,019	11,649	- 10.5
Ladies' Apparel and Accessories.						
Total 1 - 10	23,645	24,989	+ 5.7	63,245	52,248	- 17.4
11. Men's Clothing	2,539	2,627	+ 3.5	8,911	7,470	- 16.2
12. Men's Furnishings	3,139	3,566	+ 13.6	12,026	10,036	- 16.5
13. Boys' Clothing and Furnishings	1,931	2,103	+ 8.9	6,868	5,372	- 21.8
14. Men's and Boys' Shoes	1,478	1,550	+ 4.9	5,170	4,169	- 19.4
15. Food and Kindred Products.....	5,004	5,536	+ 10.6	5,136	4,284	- 16.6
16. Toiletries, Cosmetics and Drugs	1,619	1,840	+ 13.7	4,997	4,796	- 4.0
17. Photographic Equipment and Supplies..	208	231	+ 11.1	1,007	779	- 22.6
18. Piece Goods	2,010	2,023	+ 0.6	9,644	8,260	- 14.4
19. Linens and Domestic	2,308	2,672	+ 15.8	9,908	8,545	- 13.8
20. Smallwares	1,370	1,604	+ 17.1	6,536	6,012	- 8.0
21. China and Glassware	942	1,083	+ 15.0	6,464	7,851	+ 21.5
22. Home Furnishings	5,622	6,068	+ 7.9	23,165	19,589	- 15.4
23. Furniture	4,691	5,402	+ 15.2	15,900	12,299	- 22.6
24. Major Appliances	2,561	4,010	+ 56.6	9,490	5,696	- 40.0
25. Radio and Music	726	941	+ 29.6	4,866	3,848	- 20.9
26. Hardware and Housewares	5,809	6,020	+ 3.6	15,061	12,505	- 17.0
27. Jewellery	1,333	1,345	+ 0.9	8,746	7,037	- 19.5
28. Sporting Goods and Luggage.....	2,444	2,749	+ 12.5	10,145	7,759	- 23.5
29. Stationery, Books and Magazines.....	772	868	+ 12.4	3,489	3,429	- 1.7
30. All Other Departments.....	6,433	6,424	- 0.1	8,430	7,690	- 8.8

Note. Canada totals do not include Newfoundland figures.

* 1951 sales and stocks have been revised.

6505=501

9-7-52



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 6

DEPT. OF POLITICAL ECONOMY

\$2.00 a year

RETAIL TRADE

JUNE, 1952

Sales of Canadian retail stores totalled \$978,263,000 in June 1952, an increase of 4.0% compared with June 1951, but 7.1% below the previous month. Cumulative sales for the first half of 1952 were 5.7% ahead of the same period in 1951.

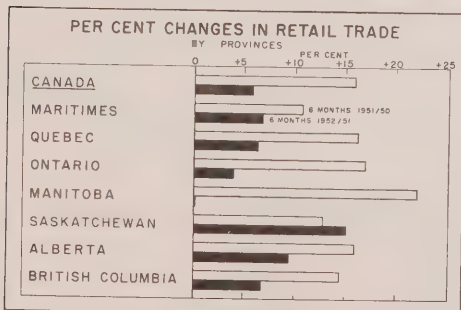
TOTAL RETAIL TRADE IN CANADA

Month	1951 \$'000	1952 \$'000	% Change 1952/1951
January	703,834	722,611	+ 2.7
February	694,169	734,661	+ 5.8
March	851,615	856,945	+ 0.6
April	859,228	919,903	+ 7.1
May	931,116	1,053,488	+ 13.1
June	940,218	978,263	+ 4.0
TOTAL	4,980,180	5,265,871	+ 5.7

All sections of the country, except Manitoba, reported higher sales volume this June than last. However, the gains reported by other areas were slight, ranging from Quebec's increase of 2.5% to 7.0% in British Columbia.

When comparing retail sales statistics of the two years, consideration should be given to the fact that in 1951 the month of June contained 26 working days and 5 Fridays and Saturdays,

whereas in 1952 the month of June had 25 working days with 4 Fridays and Saturdays. Furthermore, June sales in 1951 were 10.5% above those in 1950. With this in mind, the gains in retail sales reported in this bulletin may be more significant than a quick glance might suggest.



As in May the 3 largest sales increases over the previous year were reported by appliance and radio dealers (32.8%), furniture stores (31.6%) and motor vehicle dealers (14.0%). The largest decrease was shown by meat stores (-13.4%).

Department store sales and stocks are compared on pages 11 and 12. Department store sales rose 10.9% above June 1951 but dropped 7.8% when compared with May 1952. Cumulative department store sales for January to June 1952 were 2.7% higher than in 1951. The value of department store inventories on hand on May 31, was 16.8% below their value on the same date in 1951.

The following table gives estimates of chain office and store appliance dealers' sales, by provinces for June 1952 and 1951.

Chain Office-and-Store Appliance Dealers' Sales

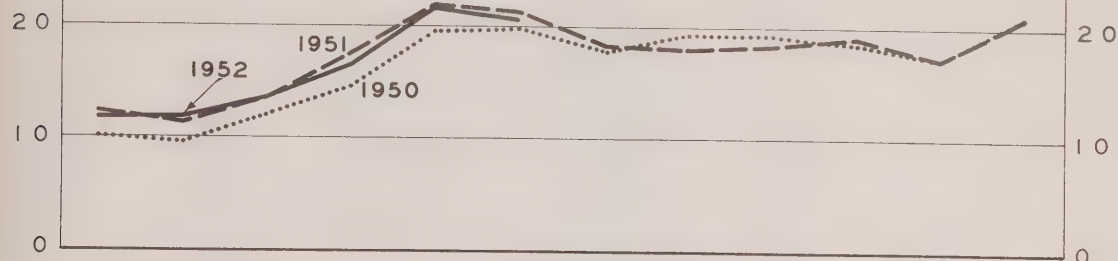
<u>Province</u>	June 1951 \$'000	June 1952 \$'000	% Change June 1952/51
CANADA	4,908	4,854	- 1.1
Maritime Provinces	180	150	- 16.7
Quebec	1,061	1,218	+ 14.8
Ontario	2,572	2,289	- 11.0
Manitoba	281	356	+ 26.7
Saskatchewan	116	136	+ 17.2
Alberta	274	295	+ 7.7
British Columbia	424	410	- 3.3

MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

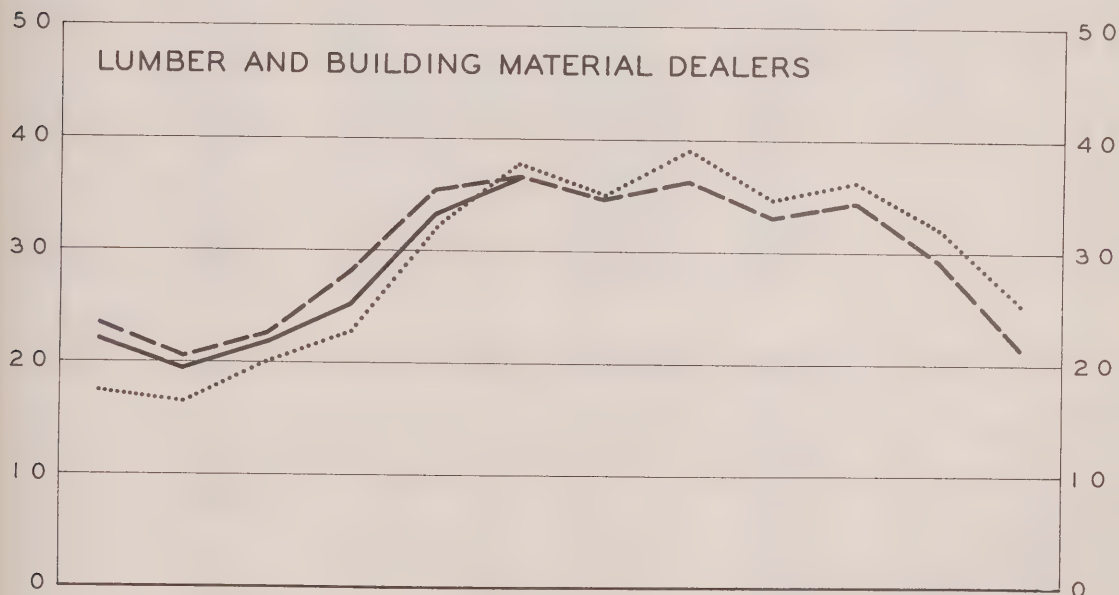
MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0

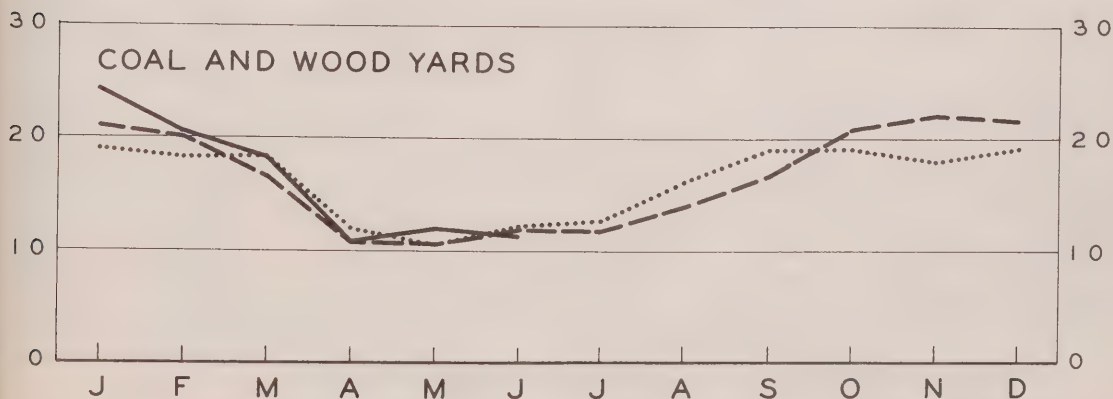
HARDWARE STORES



LUMBER AND BUILDING MATERIAL DEALERS



COAL AND WOOD YARDS



JUNE, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES.....	978,263	170,730	807,533	67,616
2	Grocery and Combination.....	146,592	56,571	90,021	11,223
3	Meat	15,619	459	15,160	458
4	Country General	46,706	1,532	45,174	5,814
5	Department	77,108	-	77,108	6,190
6	Variety.....	16,555	14,316	2,239	1,693
7	Motor Vehicle	197,125	2,710	194,415	12,166
8	Garage & Filling Station.....	52,488	289	52,200	3,390
9	Men's Clothing.....	15,252	1,725	13,527	1,089
10	Family Clothing.....	15,646	3,135	12,511	1,868
11	Women's Clothing.....	16,327	4,022	12,305	1,154
12	Shoe	10,585	3,845	6,739	1,050
13	Hardware	20,579	(1)	(1)	1,165
14	Lumber & Building Material	36,526	8,741	27,785	709
15	Furniture	18,186	4,266	13,920	1,067
16	Appliance & Radio.....	13,708	2,844	10,864	1,195
17	Restaurant	31,166	2,240	28,926	1,356
18	Coal & Wood.....	11,314	(1)	(1)	668
19	Drug	19,017	2,577	16,440	1,560
20	Jewellery.....	6,534	2,578	3,956	508
21	Tobacco	8,370	1,377	6,993	251
22	All Others.....	202,860	55,928	146,931	13,042
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	59,659	7,695	51,964	58,697
24	Grocery & Combination.....	6,051	2,608	3,443	4,784
25	Meat	753	-	753	691
26	Country General.....	3,412	(1)	(1)	7,536
27	Department.....	10,476	-	10,476	3,613
28	Variety	390	389	1	481
29	Motor Vehicle	12,153	(1)	(1)	13,536
30	Garage & Filling Station.....	2,694	-	2,694	3,483
31	Men's Clothing....	486	(1)	(1)	506
32	Family Clothing	527	75	453	1,322
33	Women's Clothing	967	(b)	(b)	682
34	Shoe	277	66	211	198
35	Hardware	1,383	(1)	(1)	1,654
36	Lumber & Building Material	4,137	1,017	3,120	4,012
37	Furniture	339	-	339	254
38	Appliance & Radio.....	483	(b)	(b)	1,080
39	Restaurant	2,287	111	2,177	1,796
40	Coal & Wood.....	684	-	684	445
41	Drug	1,100	(1)	(1)	1,037
42	Jewellery.....	376	(1)	(1)	330
43	Tobacco	112	(1)	(1)	254
44	All Others.....	10,572	2,733	7,839	11,003

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

JUNE, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
11,748	55,868	227,995	35,305	192,690	378,684	79,404	299,280	1
2,070	9,153	43,425	11,800	31,626	59,279	30,718	28,561	2
-	458	4,813	-	4,813	5,177	421	4,756	3
278	5,536	10,171	453	9,718	9,511	290	9,221	4
-	6,190	12,317	-	12,317	29,189	-	29,189	5
1,502	191	5,207	4,061	1,146	7,319	6,581	738	6
(1)	(1)	41,703	(1)	(1)	74,469	792	73,677	7
(1)	(1)	12,563	-	12,563	21,751	(1)	(1)	8
(1)	(1)	3,686	343	3,344	6,943	1,159	5,784	9
(1)	(1)	5,314	1,461	3,853	4,346	753	3,593	10
96	1,058	5,429	964	4,465	5,069	1,831	3,238	11
(1)	(1)	3,432	1,054	2,378	4,534	2,248	2,286	12
(1)	(1)	4,667	(1)	(1)	6,930	270	6,661	13
-	709	3,702	(1)	(1)	16,010	(1)	(1)	14
(1)	(1)	6,197	2,008	4,189	7,755	1,341	6,414	15
51	1,144	2,920	1,146	1,774	6,314	1,093	5,221	16
(1)	(1)	5,387	538	4,849	12,691	840	11,851	17
-	668	2,908	-	2,908	6,075	(1)	(1)	18
121	1,440	3,730	284	3,447	8,302	1,366	6,936	19
(1)	(1)	1,572	539	1,033	2,438	1,129	1,309	20
(1)	(1)	1,745	429	1,316	5,066	(1)	(1)	21
5,035	8,007	47,107	9,296	37,811	79,516	25,718	53,798	22
Saskatchewan			Alberta			British Columbia		
8,009	50,688	78,716	12,265	66,451	106,899	16,311	90,588	23
(1)	(1)	8,250	(1)	(1)	13,580	4,987	8,594	24
(1)	(1)	1,133	-	1,133	2,594	(1)	(1)	25
(1)	(1)	6,640	(1)	(1)	3,622	(1)	(1)	26
-	3,613	5,197	-	5,197	10,126	-	10,126	27
470	12	772	686	86	694	628	66	28
(1)	(1)	12,350	(1)	(1)	30,748	(1)	(1)	29
(b)	(b)	4,784	-	4,784	3,823	(1)	(1)	30
(1)	(1)	1,211	(1)	(1)	1,332	(1)	(1)	31
(b)	(b)	797	(1)	(1)	1,471	(1)	(1)	32
199	483	1,229	218	1,010	1,797	515	1,281	33
(1)	(1)	347	114	233	747	143	605	34
-	1,654	3,013	(1)	(1)	1,767	(1)	(1)	35
2,600	1,412	4,718	2,791	1,927	3,238	312	2,926	36
(1)	(1)	929	-	929	1,646	574	1,072	37
(b)	(b)	882	(b)	(b)	835	116	719	38
(1)	(1)	3,481	51	3,430	4,170	662	3,508	39
-	445	19	(b)	(b)	516	-	516	40
(1)	(1)	1,374	172	1,202	1,914	519	1,395	41
(1)	(1)	431	240	191	878	311	567	42
(1)	(1)	261	(1)	(1)	681	(1)	(1)	43
2,367	8,636	20,898	4,054	16,844	20,720	6,724	13,996	44

Estimated Retail Trade — By Provinces and Kinds of Business

JUNE, 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	978,263	67,616	227,995	378,684	59,659	58,697	78,716	106,899
Grocery & Combination	146,592	11,223	43,425	59,279	6,051	4,784	8,250	13,580
Meat	15,619	458	4,813	5,177	753	691	1,133	2,594
Country General	46,706	5,814	10,171	9,511	3,412	7,536	6,640	3,622
Department	77,108	6,190	12,317	29,189	10,476	3,613	5,197	10,126
Variety	16,555	1,693	5,207	7,319	390	481	772	694
Motor Vehicle	197,125	12,166	41,703	74,469	12,153	13,536	12,350	30,748
Garage & Filling Station	52,488	3,390	12,563	21,751	2,694	(b)	4,784	3,823
Men's Clothing	15,252	1,089	3,686	6,943	486	506	1,211	1,332
Family Clothing	15,646	1,868	5,314	4,346	527	(b)	797	1,471
Women's Clothing	16,327	1,154	5,429	5,069	(b)	682	1,229	1,797
Shoe	10,585	1,050	3,432	4,534	277	(b)	347	747
Hardware	20,579	1,165	4,667	6,930	1,383	1,654	3,013	1,767
Lumber & Building Material	36,526	709	3,702	16,010	4,137	4,012	4,718	3,238
Furniture	18,186	1,067	6,197	7,755	339	254	929	1,646
Appliance & Radio	13,708	1,195	2,920	6,314	(b)	(b)	(b)	835
Restaurant	31,166	1,356	5,387	12,691	2,287	1,796	3,481	4,170
Coal & Wood	11,314	668	2,908	6,075	684	445	(b)	516
Drug	19,017	1,560	3,730	8,302	1,100	1,037	1,374	1,914
Jewellery	6,534	508	1,572	2,438	376	330	431	878
Tobacco	8,370	251	1,745	5,066	(b)	254	261	681
All Others	202,860	13,042	47,107	79,516	10,572	11,003	20,898	20,720

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Percentage Changes in Retail Trade -- By Provinces and Kinds of Business

7

(Without Adjustment for Price Changes)

June 1952 Over June 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 4.0	+ 6.8	+ 2.5	+ 4.5	+ 1.0	+ 2.6	+ 5.3	+ 7.0
Grocery & Combination.....	- 3.1	- 2.0	- 1.9	- 4.5	- 3.7	- 7.5	- 2.4	+ 0.2
Meat.....	- 13.4	+ 0.7	- 16.1	- 16.4	- 3.5	- 20.5	- 6.1	- 6.9
Country General.....	- 4.5	- 5.9	- 2.4	- 4.3	- 17.5	- 4.7	- 3.5	+ 5.2
Department	+ 10.9	+ 29.1	+ 9.0	+ 16.5	- 0.1	- 2.3	+ 6.1	+ 9.1
Variety	+ 0.4	+ 2.4	+ 1.0	(a)	- 4.2	+ 5.7	+ 1.8	- 5.7
Motor Vehicle.....	+ 14.0	+ 11.6	+ 4.8	+ 20.7	+ 2.6	+ 2.6	+ 19.0	+ 22.5
Garage & Filling Station.....	+ 1.8	- 4.3	+ 3.8	+ 0.9	- 6.0	(b)	+ 20.5	- 6.9
Men's Clothing	- 9.1	- 6.7	+ 1.5	- 16.3	- 15.9	- 4.9	+ 5.2	- 6.2
Family Clothing.....	+ 4.7	- 1.8	+ 14.4	- 2.6	- 5.4	(b)	+ 0.6	- 4.1
Women's Clothing.....	- 1.5	+ 1.5	- 4.4	- 2.4	(b)	+ 4.0	+ 2.3	- 14.2
Shoe.....	+ 2.0	+ 10.9	+ 2.7	+ 1.7	- 10.6	(b)	+ 4.2	- 4.8
Hardware.....	- 3.2	+ 12.9	- 5.3	- 1.8	- 6.9	+ 2.1	- 6.3	- 7.9
Lumber & Building Material....	- 0.6	+ 5.2	- 12.6	- 2.1	- 6.2	+ 18.6	+ 4.8	+ 1.5
Furniture.....	+ 31.6	+ 56.2	+ 30.2	+ 31.2	+ 23.3	- 13.3	+ 32.3	+ 37.1
Appliance and Radio	+ 32.8	+ 30.6	+ 7.5	+ 45.2	(b)	(b)	(b)	+ 16.9
Restaurant	+ 1.0	+ 1.6	- 6.3	+ 0.5	- 4.3	+ 8.5	+ 20.7	- 1.1
Coal & Wood	- 5.2	+ 9.9	+ 6.4	- 14.6	+ 1.2	+ 21.3	(b)	+ 28.4
Drug.....	+ 2.0	+ 5.5	+ 2.1	+ 0.1	- 4.3	+ 7.2	+ 8.7	+ 4.8
Jewellery	+ 6.9	+ 14.9	- 6.8	+ 5.7	+ 9.3	+ 68.4	+ 12.8	+ 15.8
Tobacco	+ 4.3	(a)	- 4.2	+ 9.8	(b)	+ 10.4	- 13.6	- 0.4
All Others	+ 3.9	+ 11.0	+ 6.8	+ 2.7	+ 3.4	+ 0.8	+ 1.3	+ 3.0

(a) Unchanged (b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

JANUARY TO JUNE 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	5,265,871	357,886	1,248,065	2,029,947	314,452	305,518	422,908	587,142
Grocery & Combination	877,195	69,788	256,456	355,664	36,727	29,262	47,597	81,704
Meat	95,229	2,717	28,911	33,219	3,671	3,692	7,698	15,322
Country General	254,447	32,462	56,788	49,429	19,886	39,645	35,199	21,043
Department	421,409	29,421	68,006	154,444	60,291	21,103	30,068	58,076
Variety	84,999	8,418	26,126	38,142	2,076	2,505	3,945	3,792
Motor Vehicle	1,032,785	60,125	229,047	384,585	62,132	72,478	63,714	160,708
Garage & Filling Station	269,575	17,508	59,732	119,208	12,662	(b)	22,993	23,013
Men's Clothing	82,122	6,214	20,635	36,349	2,879	2,807	6,322	6,917
Family Clothing	79,562	9,184	25,972	23,222	3,038	5,808	4,331	8,012
Women's Clothing	89,868	5,647	30,384	27,439	3,558	4,724	6,998	11,117
Shoe	48,490	4,507	15,061	20,481	1,336	(b)	2,097	3,952
Hardware	95,810	5,012	21,930	33,164	5,653	6,942	13,658	9,454
Lumber & Building Material	158,477	2,627	16,681	71,170	16,897	14,771	20,757	15,575
Furniture	85,041	4,780	24,924	37,592	1,742	1,423	(b)	9,181
Appliance & Radio	70,168	4,633	14,963	32,341	2,680	(b)	(b)	5,274
Restaurant	174,970	8,307	34,055	70,307	12,831	9,074	17,571	22,828
Coal & Wood	97,368	6,759	26,450	48,821	6,018	4,612	(b)	4,368
Drug	116,575	9,438	24,966	48,706	7,054	6,354	8,256	11,805
Jewellery	31,157	2,436	8,138	11,447	1,901	1,085	2,074	4,078
Tobacco	45,491	1,873	10,642	24,989	(b)	1,417	1,609	4,256
All Others	1,055,133	66,030	248,198	409,228	50,714	58,768	115,527	106,667

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

January to June 1952 Over January to June 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 5.7	+ 6.8	+ 6.2	+ 3.9	+ 0.2	+ 15.1	+ 9.4	+ 6.7
Grocery & Combination	+ 10.1	+ 9.4	+ 10.6	+ 9.0	+ 7.9	+ 16.6	+ 10.3	+ 12.8
Meat	- 2.8	+ 4.9	- 4.3	- 2.3	+ 5.0	- 7.4	- 2.7	- 2.7
Country General	+ 5.7	+ 3.5	+ 4.9	+ 2.3	+ 3.1	+ 7.6	+ 7.8	+ 15.4
Department	+ 2.7	+ 8.7	+ 0.3	+ 1.8	- 2.1	+ 5.4	+ 5.7	+ 7.8
Variety	+ 7.8	+ 12.0	+ 8.1	+ 5.7	+ 7.2	+ 22.4	+ 13.0	+ 4.6
Motor Vehicle	+ 3.9	+ 1.2	+ 6.3	+ 0.7	- 3.9	+ 19.1	+ 5.6	+ 6.3
Garage & Filling Station	+ 6.2	+ 3.1	+ 5.8	+ 5.9	- 3.4	(b)	+ 20.3	+ 1.9
Men's Clothing	- 1.2	+ 7.2	+ 1.3	- 6.6	- 5.6	+ 14.8	+ 16.8	- 2.7
Family Clothing	+ 7.1	+ 8.8	+ 11.9	- 0.8	+ 5.9	+ 24.9	+ 11.5	+ 2.1
Women's Clothing	+ 8.7	+ 6.1	+ 12.5	+ 2.5	+ 17.9	+ 28.0	+ 16.0	+ 2.6
Shoe	+ 7.6	+ 15.2	+ 6.4	+ 5.7	+ 3.2	(b)	+ 19.4	+ 5.7
Hardware	- 2.1	- 1.0	- 6.5	- 1.7	- 2.0	+ 14.4	- 2.9	- 2.1
Lumber & Building Material	- 5.3	- 20.3	- 13.5	- 10.2	- 8.1	+ 17.5	+ 10.8	- 1.8
Furniture	+ 10.0	+ 32.0	+ 4.1	+ 8.0	- 4.4	+ 4.2	(b)	+ 22.9
Appliance and Radio	- 4.1	+ 1.6	- 21.8	- 4.4	+ 0.8	(b)	(b)	- 0.5
Restaurant	+ 7.0	+ 12.8	+ 7.8	+ 2.9	+ 4.3	+ 17.4	+ 15.4	+ 8.6
Coal & Wood	+ 7.1	+ 16.8	+ 13.8	+ 3.6	- 4.7	+ 10.4	(b)	+ 13.9
Drug	+ 7.3	+ 5.8	+ 7.7	+ 5.4	+ 2.7	+ 19.8	+ 13.3	+ 8.8
Jewellery	+ 1.5	+ 12.2	- 1.1	- 3.8	+ 5.7	+ 25.1	+ 8.0	+ 6.9
Tobacco	+ 10.8	+ 8.8	+ 4.4	+ 15.1	(b)	+ 16.1	+ 1.4	+ 7.8
All Others	+ 8.5	+ 9.4	+ 8.8	+ 8.3	+ 3.8	+ 16.1	+ 9.7	+ 5.4

(b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

June 1952 Over May 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	- 7.1	- 5.4	- 9.6	- 4.6	- 7.4	- 10.5	- 7.6	- 9.2
Grocery & Combination	- 10.5	- 10.6	- 11.4	- 10.1	- 13.2	- 14.8	- 8.1	- 7.4
Meat	- 7.0	- 3.4	- 4.9	- 10.5	+ 10.9	- 11.1	- 24.6	+ 3.0
Country General	- 7.2	- 9.6	- 12.8	- 3.0	- 10.3	- 4.7	- 1.0	- 9.4
Department	- 7.8	- 5.1	- 9.4	- 2.2	- 12.4	- 14.8	- 12.3	- 12.3
Variety	- 1.8	- 3.4	- 4.1	- 0.3	- 5.8	+ 2.3	+ 2.9	- 1.6
Motor Vehicle	- 17.9	- 14.6	- 25.2	- 15.1	- 18.2	- 20.1	- 13.3	- 15.4
Garage & Filling Station	+ 2.6	+ 3.9	+ 10.5	- 2.9	+ 24.6	(b)	+ 4.1	+ 16.3
Men's Clothing	- 1.2	- 19.0	- 3.7	+ 6.3	- 11.6	- 7.7	- 10.7	+ 4.9
Family Clothing	- 0.1	+ 2.5	- 0.2	+ 0.6	- 0.9	(b)	- 6.1	- 10.3
Women's Clothing	- 0.3	- 0.2	+ 8.8	+ 1.6	(b)	- 26.8	- 9.8	- 23.5
Shoe	+ 6.0	+ 16.5	- 2.1	+ 17.6	- 8.9	(b)	- 6.7	- 8.9
Hardware	- 4.9	+ 2.6	- 10.0	- 11.2	+ 45.3	+ 3.4	- 0.5	- 9.5
Lumber & Building Material	+ 9.5	+ 68.0	+ 0.8	+ 10.8	- 8.1	+ 23.1	+ 19.3	+ 4.2
Furniture	+ 2.3	- 20.1	+ 10.5	+ 2.1	- 14.2	+ 6.3	+ 10.9	- 6.5
Appliance and Radio	+ 4.9	+ 34.6	- 9.0	+ 11.7	(b)	(b)	(b)	+ 29.2
Restaurant	- 6.5	- 23.6	- 10.2	- 7.8	- 13.4	+ 14.3	+ 1.2	+ 0.4
Coal & Wood	- 5.0	- 15.3	- 1.5	- 8.9	+ 1.2	+ 33.2	(b)	+ 13.4
Drug	- 4.9	- 6.5	- 12.1	(a)	- 11.0	- 5.7	- 2.6	- 6.1
Jewellery	+ 8.3	+ 24.8	+ 12.8	+ 0.3	- 4.8	+ 74.6	+ 7.5	+ 7.7
Tobacco	+ 7.9	- 16.6	- 5.8	+ 19.8	(b)	- 4.2	- 10.6	- 3.4
All Others	- 2.7	+ 6.0	- 3.0	+ 2.9	+ 3.1	- 25.1	- 13.4	- 2.1

(a) Unchanged (b) Not available

June 1951 and June 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES *			STOCKS*		
	June 1951	June 1952	Change 1952/51	May 31 1951	May 31 1952	Change 1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	69,514	77,108	+ 10.9	235,535	196,023	- 16.8
1. Women's and Misses' Dresses.....	3,410	3,737	+ 9.6	4,791	4,569	- 4.6
2. Women's and Misses' Coats and Suits	1,054	1,297	+ 23.1	3,389	3,222	- 4.9
3. Women's and Misses' Sportswear.....	2,043	2,336	+ 14.3	4,950	5,021	+ 1.4
4. Furs	95	118	+ 24.2	4,819	3,866	- 19.8
5. Girls' and Infants' Wear	2,726	3,048	+ 11.8	10,863	7,404	- 31.8
6. Lingerie and Corsets	2,669	3,179	+ 19.1	7,416	7,400	- 0.2
7. Aprons, Housedresses and Uniforms....	781	829	+ 6.1	1,416	999	- 29.4
8. Millinery	577	598	+ 3.6	964	996	+ 3.3
9. Hosiery and Apparel Accessories	2,515	2,608	+ 3.7	7,963	6,670	- 16.2
10. Women's, Misses' and Children's Shoes	3,468	3,662	+ 5.6	12,622	11,350	- 10.1
Ladies' Apparel and Accessories.						
Total 1 - 10	19,338	21,412	+ 10.7	59,193	51,497	- 13.0
11. Men's Clothing	2,424	2,580	+ 6.4	9,086	7,344	- 19.2
12. Men's Furnishings	3,483	3,905	+ 12.1	11,885	9,867	- 17.0
13. Boys' Clothing and Furnishings	1,586	1,686	+ 6.3	6,717	5,242	- 22.0
14. Men's and Boys' Shoes	1,381	1,412	+ 2.2	5,118	3,974	- 22.4
15. Food and Kindred Products.....	5,257	4,880	- 7.2	5,139	4,171	- 18.8
16. Toiletries, Cosmetics and Drugs	1,695	1,802	+ 6.3	4,886	4,943	+ 1.2
17. Photographic Equipment and Supplies..	252	278	+ 10.3	1,006	779	- 22.6
18. Piece Goods	1,765	1,776	+ 0.6	9,403	7,976	- 15.2
19. Linens and Domestic	2,366	2,680	+ 13.3	9,945	8,257	- 17.0
20. Smallwares	1,323	1,458	+ 10.2	6,277	5,917	- 5.7
21. China and Glassware	1,062	1,061	- 0.1	6,742	8,074	+ 19.8
22. Home Furnishings	4,482	4,961	+ 10.7	23,338	18,995	- 18.6
23. Furniture	4,390	5,631	+ 28.3	15,659	11,499	- 26.6
24. Major Appliances	2,177	3,829	+ 75.9	10,431	5,214	- 50.0
25. Radio and Music	657	806	+ 22.7	4,912	3,938	- 19.8
26. Hardware and Housewares	5,029	5,565	+ 10.7	14,998	12,307	- 17.9
27. Jewellery	1,374	1,422	+ 3.5	8,752	7,008	- 19.9
28. Sporting Goods and Luggage	2,545	3,056	+ 20.1	9,988	7,729	- 22.6
29. Stationery, Books and Magazines.....	769	811	+ 5.5	3,493	3,396	- 2.8
30. All Other Departments	6,159	6,097	- 1.0	8,567	7,896	- 7.8

Note. Canada totals do not include Newfoundland figures.

* 1951 sales and stocks have been revised

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January to June 1951 and January to June 1952

Department	SALES		
	Jan. to June 1951	Jan. to June 1952	Change 1952/1951
	\$ '000	\$ '000	%
TOTAL ALL DEPARTMENTS	410,441	421,409	+ 2.7
1. Women's and Misses' Dresses	16,536	16,800	+ 1.6
2. Women's and Misses' Coats and Suits	13,400	13,610	+ 1.6
3. Women's and Misses' Sportswear	9,564	10,617	+ 11.0
4. Furs	4,045	3,370	- 16.7
5. Girls' and Infants' Wear	16,891	18,825	+ 11.4
6. Lingerie and Corsets	14,986	16,960	+ 13.2
7. Aprons, Housedresses and Uniforms	3,554	3,687	+ 3.7
8. Millinery	4,263	4,560	+ 7.0
9. Hosiery and Apparel Accessories	15,274	15,964	+ 4.5
10. Women's, Misses' and Children's Shoes	18,237	19,133	+ 4.9
Ladies' Apparel and Accessories.			
Total 1 - 10	116,750	123,526	+ 5.8
11. Men's Clothing	14,789	14,325	- 3.1
12. Men's Furnishings	15,892	17,078	+ 7.5
13. Boys' Clothing and Furnishings	9,924	10,951	+ 10.3
14. Men's and Boys' Shoes	7,159	7,151	- 0.1
15. Food and Kindred Products	30,626	31,472	+ 2.8
16. Toiletries, Cosmetics and Drugs	9,614	10,569	+ 9.9
17. Photographic Equipment and Supplies ..	1,194	1,218	+ 2.0
18. Piece Goods	12,525	12,308	- 1.7
19. Linens and Domestic Goods	15,440	16,311	+ 5.6
20. Smallwares	8,837	9,397	+ 6.3
21. China and Glassware	5,086	5,202	+ 2.3
22. Home Furnishings	28,726	28,246	- 1.7
23. Furniture	25,976	26,736	+ 2.9
24. Major Appliances	18,544	17,198	- 7.3
25. Radio and Music	5,539	5,767	+ 4.1
26. Hardware and Housewares	27,333	26,881	- 1.7
27. Jewellery	7,222	6,930	- 4.0
28. Sporting Goods and Luggage	11,038	11,394	+ 3.2
29. Stationery, Books and Magazines	5,233	5,521	+ 5.5
30. All Other Departments	32,994	33,228	+ 0.7

Note. Canada totals do not include Newfoundland figures.

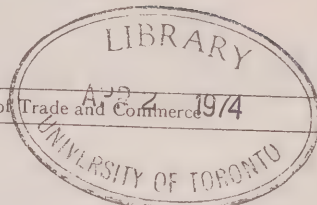
63-005
UNIVERSITY OF TORONTO

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

LIBRARY



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 7

\$2.00 a year

RETAIL TRADE

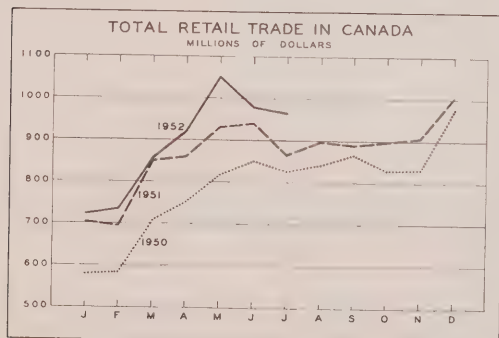
JULY, 1952

Canada's retail stores had estimated dollar sales of \$965,350,000 in July 1952. This was 11.5% higher than sales in July 1951, but 1.3% below June sales of \$978,263,000. Sales to the end of July 1952 totalled \$6,231,221,000, 6.6% more than the January-to-July 1951 total of \$5,845,969,000.

TOTAL RETAIL TRADE IN CANADA

Month	1951 \$'000	1952 \$'000	% Change 1952/1951
First Quarter	2,249,618	2,314,217	+ 2.9
April	859,228	919,903	+ 7.1
May	931,116	1,053,488	+ 13.1
June	940,218	978,263	+ 4.0
July	865,789	965,350	+ 11.5
TOTAL	5,845,969	6,231,221	+ 6.6

All sections of the country reported higher sales this July than last. Except for Manitoba all gains were above 10%. This general nation-wide increase in sales can also be noted when comparing total sales in the first 7 months of 1952 with the same period in 1951.



When comparing retail sales for July 1951 and 1952 cognizance should be taken of the fact that July this year had one more shopping day than last.

All but 2 trades (meat stores and coal and wood dealers) showed higher sales in July 1952 than in July 1951.

For the third consecutive month the three largest sales increases over the previous year were registered in consumer durables; viz., furniture stores (+38.1%), appliance and radio stores (+33.2%) and motor vehicle dealers (+21.9%).

Comparisons of department store sales for July 1952 and 1951 and of stocks for June 30, 1952 and 1951 are shown in the table on page 10. Department store sales rose 9.9% above July 1951 but dropped 22.4% when compared with June 1952. All but one (jewellery) of the 30 departmental breakdowns published recorded larger dollar sales this year. The value of department store inventories on hand on June 30 was 18.0% below their value on the same date in 1951.

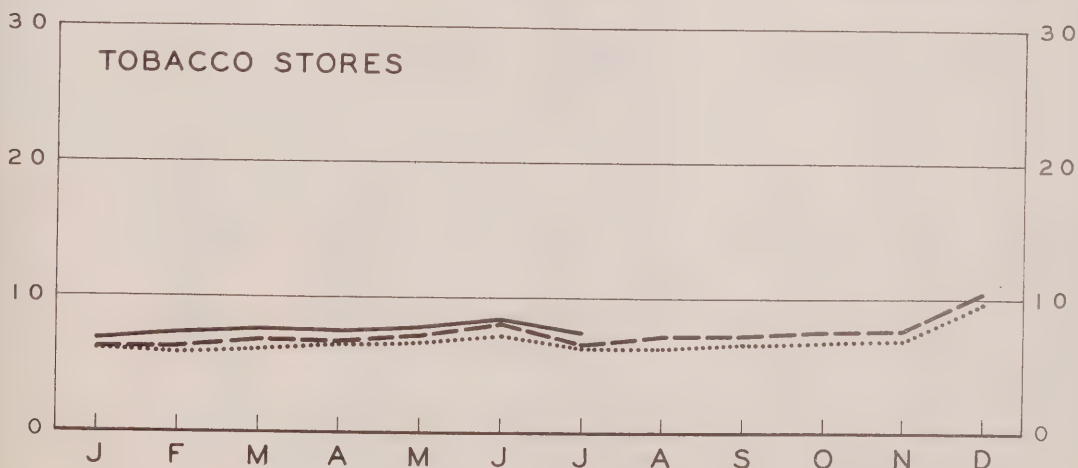
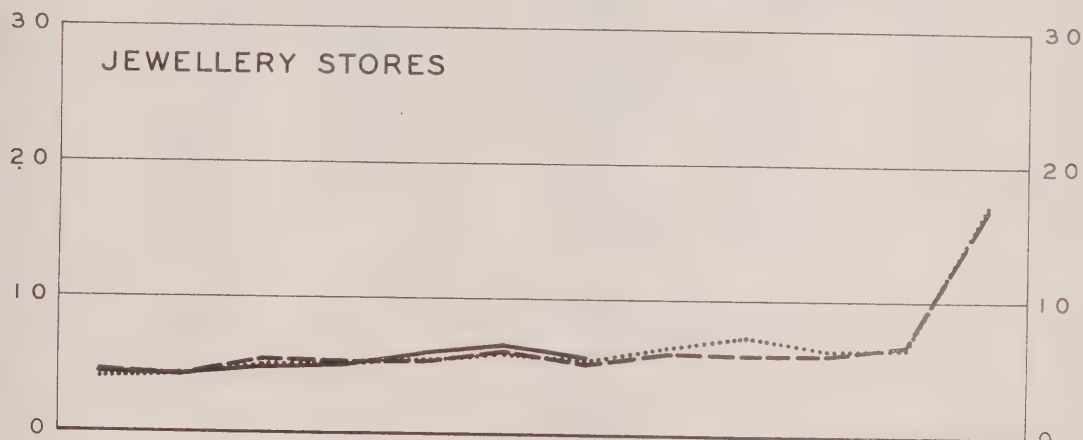
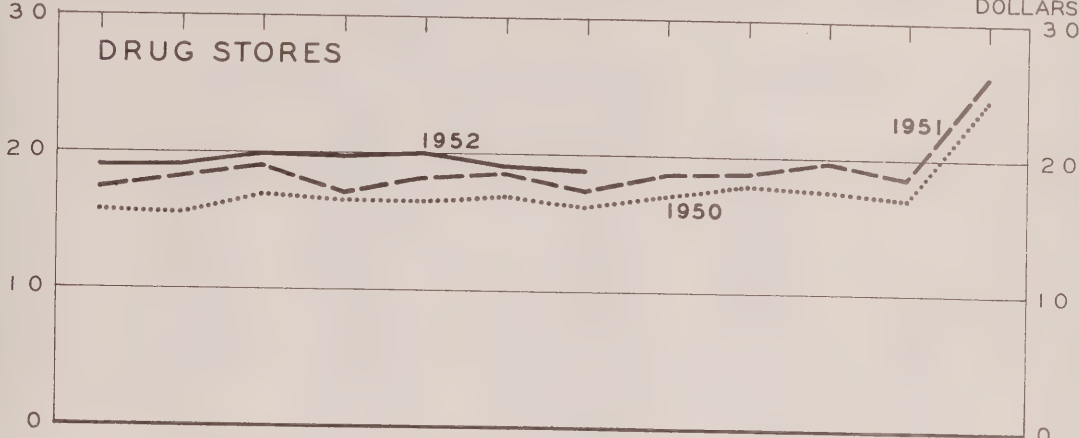
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	July 1951 \$'000	July 1952 \$'000	% Change July 1952/51
CANADA	4,429	4,550	+ 2.7
Maritime Provinces	152	183	+ 20.4
Quebec	1,120	976	- 12.9
Ontario	2,106	2,321	+ 10.2
Manitoba	261	305	+ 16.9
Saskatchewan	160	114	- 28.7
Alberta	219	261	+ 19.2
British Columbia	411	390	- 5.1

MONTHLY SALES DRUG-JEWELLERY-TOBACCO STORES

MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0



Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

July, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	965,350	177,344	788,006	64,969
2	Grocery and Combination.....	154,148	57,924	96,223	12,145
3	Meat	15,114	412	14,702	487
4	Country General.....	49,463	1,611	47,852	6,406
5	Department	59,848	-	59,848	4,502
6	Variety.....	15,963	13,844	2,120	1,703
7	Motor Vehicle	192,711	2,413	190,298	9,965
8	Garage & Filling Station.....	54,997	337	54,660	3,897
9	Men's Clothing	12,902	1,355	11,547	941
10	Family Clothing	13,730	2,714	11,016	1,620
11	Women's Clothing	14,006	3,777	10,228	1,040
12	Shoe	8,243	3,200	5,043	815
13	Hardware	18,605	(1)	(1)	1,075
14	Lumber & Building Material	36,031	8,954	27,077	707
15	Furniture	16,504	3,781	12,723	877
16	Appliance & Radio.....	12,799	3,401	9,397	1,018
17	Restaurant	36,390	2,387	34,002	1,757
18	Coal & Wood.....	11,304	(1)	(1)	574
19	Drug	18,692	2,619	16,073	1,565
20	Jewellery.....	5,493	1,978	3,515	505
21	Tobacco	7,378	1,327	6,050	259
22	All Others.....	211,029	63,942	147,087	13,111
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	61,813	8,353	53,460	62,828
24	Grocery & Combination.....	6,410	2,849	3,560	5,677
25	Meat	836	-	836	669
26	Country General.....	3,662	(1)	(1)	7,522
27	Department.....	9,061	-	9,061	2,800
28	Variety	404	403	1	499
29	Motor Vehicle	16,317	(1)	(1)	14,932
30	Garage & Filling Station	2,520	-	2,520	4,370
31	Men's Clothing.....	721	(1)	(1)	378
32	Family Clothing	515	76	440	1,124
33	Women's Clothing	522	(b)	(b)	702
34	Shoe	233	67	166	173
35	Hardware	1,221	(1)	(1)	1,540
36	Lumber & Building Material	3,816	1,034	2,782	4,229
37	Furniture	306	(b)	(b)	247
38	Appliance & Radio.....	444	157	287	608
39	Restaurant	2,535	117	2,418	1,921
40	Coal & Wood.....	671	-	671	480
41	Drug	1,144	(1)	(1)	1,014
42	Jewellery.....	339	(1)	(1)	192
43	Tobacco	112	(1)	(1)	260
44	All Others.....	10,024	3,056	6,969	13,491

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

5

July, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
12,492	52,477	226,495	35,482	191,013	362,947	81,935	281,012	1
2,285	9,360	45,239	12,376	32,863	62,267	30,860	31,408	2
-	487	4,289	-	4,289	4,991	374	4,617	3
313	6,093	10,651	476	10,176	10,425	317	10,108	4
-	4,502	8,917	-	8,917	21,363	-	21,363	5
1,511	192	4,726	3,685	1,040	7,140	6,420	720	6
(1)	(1)	44,171	(1)	(1)	65,025	702	64,324	7
(1)	(1)	11,982	-	11,982	23,372	(1)	(1)	8
(1)	(1)	2,996	266	2,729	5,599	853	4,746	9
(1)	(1)	4,337	1,211	3,126	3,993	671	3,322	10
99	941	3,993	853	3,140	4,514	1,648	2,866	11
(1)	(1)	2,335	806	1,529	3,582	1,828	1,754	12
(1)	(1)	4,339	(1)	(1)	6,230	244	5,986	13
-	707	3,861	(1)	(1)	15,972	(1)	(1)	14
(1)	(1)	6,107	2,024	4,084	6,217	963	5,255	15
(b)	(b)	2,882	1,102	1,780	5,928	1,390	4,537	16
(1)	(1)	6,403	576	5,827	15,625	890	14,735	17
-	574	2,862	-	2,862	6,249	(1)	(1)	18
125	1,440	3,878	262	3,616	7,773	1,379	6,395	19
(1)	(1)	1,184	297	888	2,126	873	1,253	20
(1)	(1)	1,574	407	1,167	4,150	(1)	(1)	21
5,889	7,222	49,769	10,335	39,434	80,406	29,551	50,855	22
Saskatchewan		Alberta			British Columbia			
8,767	54,061	78,144	12,952	65,192	108,154	17,368	90,786	23
(1)	(1)	8,400	(1)	(1)	14,010	4,961	9,048	24
(1)	(1)	1,439	-	1,439	2,403	(1)	(1)	25
(1)	(1)	6,050	(1)	(1)	4,747	(1)	(1)	26
-	2,800	4,393	-	4,393	8,812	-	8,812	27
487	12	798	710	88	694	628	66	28
(1)	(1)	10,828	(1)	(1)	31,473	(1)	(1)	29
-	4,370	4,696	-	4,696	4,160	(1)	(1)	30
(1)	(1)	1,038	(1)	(1)	1,228	(1)	(1)	31
(b)	(b)	754	(1)	(1)	1,387	(1)	(1)	32
181	521	1,331	225	1,105	1,905	555	1,350	33
(1)	(1)	429	133	296	675	158	518	34
-	1,540	2,482	(1)	(1)	1,718	(1)	(1)	35
2,775	1,454	4,828	2,772	2,056	2,619	223	2,396	36
(1)	(1)	1,201	-	1,201	1,549	607	941	37
(b)	(b)	1,016	234	782	903	187	716	38
(1)	(1)	3,544	55	3,489	4,604	700	3,904	39
-	480	47	(b)	(b)	422	-	422	40
(1)	(1)	1,309	196	1,113	2,008	526	1,482	41
(1)	(1)	409	236	174	738	275	463	42
(1)	(1)	265	(1)	(1)	757	(1)	(1)	43
2,716	10,774	22,887	4,637	18,250	21,342	7,759	13,583	44

Estimated Retail Trade — By Provinces and Kinds of Business

July, 1952

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	965,350	64,969	226,495	362,947	61,813	62,828	78,144	108,154
Grocery & Combination	154,148	12,145	45,239	62,267	6,410	5,677	8,400	14,010
Meat	15,114	487	4,289	4,991	836	669	1,439	2,403
Country General	49,463	6,406	10,651	10,425	3,662	7,522	6,050	4,747
Department	59,848	4,502	8,917	21,363	9,061	2,800	4,393	8,812
Variety	15,963	1,703	4,726	7,140	404	499	798	694
Motor Vehicle	192,711	9,965	44,171	65,025	16,317	14,932	10,828	31,473
Garage & Filling Station	54,997	3,897	11,982	23,372	2,520	4,370	4,696	4,160
Men's Clothing	12,902	941	2,996	5,599	721	378	1,038	1,228
Family Clothing	13,730	1,620	4,337	3,993	515	(b)	754	1,387
Women's Clothing	14,006	1,040	3,993	4,514	(b)	702	1,331	1,905
Shoe	8,243	815	2,335	3,582	233	(b)	429	675
Hardware	18,605	1,075	4,339	6,230	1,221	1,540	2,482	1,718
Lumber & Building Material	36,031	707	3,861	15,972	3,816	4,229	4,828	2,619
Furniture	16,504	877	6,107	6,217	(b)	247	1,201	1,549
Appliance & Radio	12,799	(b)	2,882	5,928	444	(b)	1,016	903
Restaurant	36,390	1,757	6,403	15,625	2,535	1,921	3,544	4,604
Coal & Wood	11,304	574	2,862	6,249	671	480	(b)	422
Drug	18,692	1,565	3,878	7,773	1,144	1,014	1,309	2,008
Jewellery	5,493	505	1,184	2,126	339	192	409	738
Tobacco	7,378	259	1,574	4,150	(b)	260	265	757
All Others	211,029	13,111	49,769	80,406	10,024	13,491	22,887	21,342

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July 1952 Over July 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 11.5	+ 11.7	+ 12.8	+ 10.3	+ 5.2	+ 11.7	+ 14.9	+ 14.4
Grocery & Combination	+ 10.3	+ 10.6	+ 11.4	+ 9.7	+ 9.1	+ 6.8	+ 13.7	+ 9.4
Meat	- 2.1	+ 6.3	- 6.9	- 5.8	+ 22.8	- 7.7	+ 11.9	+ 0.8
Country General	+ 2.2	+ 6.7	+ 0.6	+ 4.1	- 5.9	- 1.9	+ 1.2	+ 11.9
Department	+ 9.9	+ 16.4	+ 10.2	+ 12.4	+ 1.7	+ 6.0	+ 10.0	+ 11.0
Variety	+ 7.1	+ 11.0	+ 8.0	+ 5.1	+ 7.4	+ 16.6	+ 10.8	+ 2.1
Motor Vehicle	+ 21.9	+ 13.4	+ 15.0	+ 22.1	+ 10.5	+ 31.1	+ 25.6	+ 37.9
Garage & Filling Station	+ 2.3	- 1.6	+ 4.7	+ 0.4	- 4.3	+ 7.4	+ 12.4	- 0.8
Men's Clothing	+ 4.6	- 5.9	+ 15.4	- 1.3	+ 8.9	+ 6.2	+ 22.4	+ 2.2
Family Clothing	+ 11.8	+ 7.2	+ 14.5	+ 7.0	+ 1.6	(b)	+ 13.0	+ 2.4
Women's Clothing	+ 4.9	+ 20.6	+ 1.6	+ 1.3	(b)	+ 23.8	+ 20.6	+ 0.7
Shoe	+ 7.4	+ 13.4	+ 9.4	+ 3.7	+ 3.6	(b)	+ 28.1	+ 3.8
Hardware	+ 1.7	+ 10.0	+ 5.7	- 4.8	+ 5.8	+ 14.8	- 1.4	+ 3.6
Lumber & Building Material	+ 4.0	+ 24.9	- 8.8	+ 7.8	- 2.7	+ 10.4	+ 5.9	- 4.4
Furniture	+ 38.1	+ 62.1	+ 57.0	+ 20.6	(b)	+ 1.6	+ 72.1	+ 37.3
Appliance and Radio	+ 33.2	(b)	+ 11.2	+ 37.6	+ 36.2	(b)	+ 34.6	+ 34.2
Restaurant	+ 3.9	+ 10.8	+ 6.8	+ 2.8	- 1.2	+ 8.1	+ 4.6	+ 2.5
Coal & Wood	- 4.6	+ 0.9	+ 5.4	- 9.8	+ 9.1	- 1.6	(b)	- 6.2
Drug	+ 7.7	+ 4.2	+ 9.0	+ 6.0	+ 4.2	+ 8.9	+ 14.0	+ 12.9
Jewellery	+ 5.3	+ 3.7	- 1.6	+ 6.4	+ 23.7	+ 11.6	+ 3.5	+ 7.3
Tobacco	+ 13.4	+ 11.6	+ 3.8	+ 19.1	(b)	+ 13.5	+ 21.6	+ 5.1
All Others	+ 14.1	+ 14.5	+ 22.9	+ 12.1	+ 7.3	+ 5.1	+ 19.7	+ 6.5

(b) Not available

Percentage Changes in Retail Trade -- By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to July 1952 Over January to July 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 6.6	+ 7.5	+ 7.2	+ 4.8	+ 1.0	+ 14.5	+ 10.2	+ 7.8
Grocery & Combination	+ 10.1	+ 9.6	+ 10.7	+ 9.1	+ 8.1	+ 14.9	+ 10.8	+ 12.3
Meat	- 2.7	+ 5.1	- 4.6	- 2.8	+ 7.9	- 7.5	- 0.6	- 2.3
Country General	+ 5.1	+ 4.0	+ 4.2	+ 2.6	+ 1.6	+ 6.0	6.8	+ 14.7
Department	+ 3.5	+ 9.7	+ 1.4	+ 3.0	- 1.6	+ 5.5	+ 6.3	+ 8.3
Variety	+ 7.7	+ 11.9	+ 8.1	+ 5.6	+ 7.3	+ 21.4	+ 12.6	+ 4.2
Motor Vehicle	+ 6.4	+ 2.7	+ 7.6	+ 3.4	- 1.3	+ 21.0	+ 8.1	+ 10.4
Garage & Filling Station	+ 5.5	+ 2.2	+ 5.6	+ 5.0	- 3.5	+ 10.4	+ 18.9	+ 1.5
Men's Clothing	- 0.4	+ 5.3	+ 2.9	- 6.0	- 3.0	+ 13.7	+ 17.6	- 2.0
Family Clothing	+ 7.7	+ 8.6	+ 12.3	+ 0.3	+ 5.2	+ 29.0	+ 11.7	+ 2.2
Women's Clothing	+ 8.2	+ 8.1	+ 11.1	+ 2.3	+ 14.8	+ 27.4	+ 16.7	+ 2.3
Shoe	+ 7.6	+ 14.9	+ 6.8	+ 5.4	+ 3.2	(b)	+ 20.7	+ 5.4
Hardware	- 1.5	+ 0.7	- 4.7	- 2.2	- 0.7	+ 14.5	- 2.7	- 1.3
Lumber & Building Material	- 3.7	- 13.7	- 12.6	- 7.3	- 7.1	+ 15.8	+ 9.8	- 2.2
Furniture	+ 13.8	+ 35.9	+ 11.5	+ 9.6	- 3.3	+ 3.8	+ 32.7	+ 24.8
Appliance and Radio	+ 0.2	(b)	- 17.9	+ 0.4	+ 4.7	(b)	+ 21.3	+ 3.4
Restaurant	+ 6.4	+ 12.4	+ 7.6	+ 2.9	+ 3.3	+ 15.7	+ 13.4	+ 7.5
Coal & Wood	+ 5.7	+ 15.4	+ 12.9	+ 1.9	- 3.4	+ 9.2	(b)	+ 11.8
Drug	+ 7.4	+ 5.6	+ 7.9	+ 5.4	+ 2.9	+ 18.2	+ 13.4	+ 9.4
Jewellery	+ 2.0	+ 10.6	- 1.1	- 2.4	+ 8.1	+ 22.9	+ 7.2	+ 7.0
Tobacco	+ 11.2	+ 9.1	+ 4.3	+ 15.7	(b)	+ 15.7	+ 3.8	+ 7.4
All Others	+ 9.4	+ 10.2	+ 11.0	+ 8.9	+ 4.4	+ 13.9	+ 11.3	+ 5.6

(b) Not available

Percentage Changes in Retail Trade - By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

July 1952 Over June 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	- 1.3	- 3.9	- 0.7	- 4.2	+ 3.6	+ 7.0	- 0.7	+ 1.2
Grocery & Combination	+ 5.2	+ 8.2	+ 4.2	+ 5.1	+ 5.9	+ 18.7	+ 1.8	+ 3.2
Meat	- 3.2	+ 6.3	- 10.9	- 3.6	+ 11.0	- 3.2	+ 27.0	- 7.4
Country General	+ 5.9	+ 10.2	+ 4.7	+ 9.6	+ 7.3	- 0.2	- 8.9	+ 31.1
Department	- 22.4	- 27.3	- 27.6	- 26.8	- 13.5	- 22.5	- 15.5	- 13.0
Variety	- 3.6	+ 0.6	- 9.2	- 2.4	+ 3.6	+ 3.7	+ 3.4	(a)
Motor Vehicle	- 2.2	- 18.1	+ 5.9	- 12.7	+ 34.3	+ 10.3	- 12.3	+ 2.4
Garage & Filling Station	+ 4.8	+ 15.0	- 4.6	+ 7.5	- 6.5	(b)	- 1.8	+ 8.8
Men's Clothing	- 15.4	- 13.6	- 18.7	- 19.4	+ 48.4	- 25.3	- 14.3	- 7.8
Family Clothing	- 12.2	- 13.3	- 18.4	- 8.1	- 2.3	(b)	- 5.4	- 5.7
Women's Clothing	- 14.2	- 9.9	- 26.5	- 10.9	(b)	+ 2.9	+ 8.3	+ 6.0
Shoe	- 22.1	- 22.4	- 32.0	- 21.0	- 15.9	(b)	+ 23.6	- 9.6
Hardware	- 9.6	- 7.7	- 7.0	- 10.1	- 11.7	- 6.9	- 17.6	- 2.8
Lumber & Building Material	- 1.4	- 0.3	+ 4.3	- 0.2	- 7.8	+ 5.4	+ 2.3	- 19.1
Furniture	- 9.2	- 17.8	- 1.5	- 19.8	(b)	- 2.8	+ 29.3	- 5.9
Appliance and Radio	- 6.6	(b)	- 1.3	- 6.1	(b)	(b)	(b)	+ 8.1
Restaurant	+ 16.8	+ 29.6	+ 18.9	+ 23.1	+ 10.8	+ 7.0	+ 1.8	+ 10.4
Coal & Wood	- 0.1	- 14.1	- 1.6	+ 2.9	- 1.9	+ 7.9	(b)	- 18.2
Drug	- 1.7	+ 0.3	+ 4.0	- 6.4	+ 4.0	- 2.2	- 4.7	+ 4.9
Jewellery	- 15.9	- 0.6	- 24.7	- 12.8	- 9.8	- 41.8	- 5.1	- 15.9
Tobacco	- 11.9	+ 3.2	- 9.8	- 18.1	(b)	+ 2.4	+ 1.5	+ 11.2
All Others	+ 4.0	+ 0.5	+ 5.7	+ 1.1	- 5.2	+ 22.6	+ 9.5	+ 3.0

a) Unchanged (b) Not available

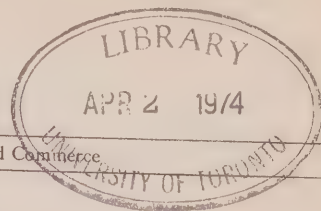
Department Store Sales and Stocks
July 1951 and July 1952

These figures are estimates of total department store sales and stocks.
 Stocks are at selling value.

Department	SALES *			STOCKS*		
	July	July	Change	June 30	June 30	Change
	1951	1952	1952/51	1951	1952	1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	54,449	59,848	+ 9.9	221,326	181,515	- 18.0
1. Women's and Misses' Dresses.....	2,067	2,145	+ 3.8	3,517	3,241	- 7.8
2. Women's and Misses' Coats and Suits	735	749	+ 1.9	2,745	2,679	- 2.4
3. Women's and Misses' Sportswear.....	1,563	1,882	+ 20.4	4,431	4,427	- 0.1
4. Furs	471	731	+ 55.2	5,359	4,200	- 21.6
5. Girls' and Infants' Wear	1,823	2,005	+ 10.0	9,523	7,109	- 25.3
6. Lingerie and Corsets	2,144	2,595	+ 21.0	6,468	6,507	+ 0.6
7. Aprons, Housedresses and Uniforms....	561	705	+ 25.7	1,213	899	- 25.9
8. Millinery	305	310	+ 1.6	778	800	+ 2.8
9. Hosiery and Apparel Accessories	1,753	1,790	+ 2.1	7,306	6,088	- 16.7
10. Women's, Misses' and Children's Shoes	2,111	2,250	+ 6.6	11,695	10,567	- 9.6
Ladies' Apparel and Accessories.						
Total 1 - 10	13,533	15,162	+ 12.0	53,035	46,517	- 12.3
11. Men's Clothing	1,691	1,720	+ 1.7	8,448	6,533	- 22.7
12. Men's Furnishings	2,253	2,547	+ 13.0	10,989	8,879	- 19.2
13. Boys' Clothing and Furnishings	1,021	1,052	+ 3.0	6,171	4,915	- 20.4
14. Men's and Boys' Shoes	954	998	+ 4.6	4,683	3,602	- 23.1
15. Food and Kindred Products.....	4,530	4,625	+ 2.1	5,027	3,933	- 21.8
16. Toiletries, Cosmetics and Drugs	1,499	1,659	+ 10.7	4,702	4,741	+ 0.8
17. Photographic Equipment and Supplies..	234	276	+ 17.9	976	759	- 22.2
18. Piece Goods	1,359	1,367	+ 0.6	8,805	7,612	- 13.5
19. Linens and Domestic	2,323	2,547	+ 9.6	9,060	7,378	- 18.6
20. Smallwares	1,156	1,234	+ 6.7	5,755	5,349	- 7.1
21. China and Glassware	1,041	1,043	+ 0.2	6,783	7,773	+ 14.6
22. Home Furnishings	3,594	3,684	+ 2.5	22,588	17,557	- 22.3
23. Furniture	4,098	4,295	+ 4.8	14,877	10,133	- 31.9
24. Major Appliances	1,842	3,313	+ 79.9	10,546	5,856	- 44.5
25. Radio and Music	607	683	+ 12.5	4,622	3,744	- 19.0
26. Hardware and Housewares	4,073	4,481	+ 10.0	14,118	11,555	- 18.2
27. Jewellery	1,144	1,143	- 0.1	8,603	6,719	- 21.9
28. Sporting Goods and Luggage.....	1,991	2,291	+ 15.1	9,767	7,088	- 27.4
29. Stationery, Books and Magazines.....	663	715	+ 7.8	3,404	3,309	- 2.8
30. All Other Departments.....	4,843	5,013	+ 3.5	8,367	7,563	- 9.6

Note. Canada totals do not include Newfoundland figures.

* 1951 sales and stocks have been revised.


 DOMINION BUREAU OF STATISTICS
 Industry and Merchandising Division
 OTTAWA


Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

UNIVERSITY OF TORONTO

Vol. XXIV - No. 8

DEPARTMENT OF TRADE AND COMMERCE

\$2.00 a year

RETAIL TRADE

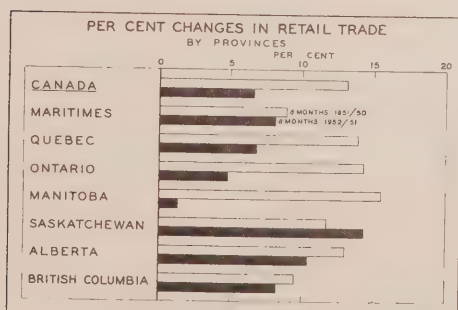
AUGUST, 1952

Canada's retail stores had estimated dollar sales of \$959,159,000 in August 1952. This was 6.9% higher than sales in August 1951 but 0.6% below July sales of \$965,350,000. Sales to the end of August 1952 equalled \$7,190,380,000, 6.6% more than the January-to-August 1951 total of \$6,743,382,000.

TOTAL RETAIL TRADE IN CANADA

Month	1951 \$'000	1952 \$'000	% Change 1952/1951
First Half	4,980,180	5,265,871	+ 5.7
July	865,789	965,350	+ 11.5
August	897,413	959,159	+ 6.9
TOTAL	6,743,382	7,190,380	+ 6.6

All sections of the country reported higher sales this year than last for August and the cumulative 8 month period. In both cases Saskatchewan showed the largest gains.



Only one trade (meat stores) experienced lower sales in August 1952 than in August 1951. Other retail stores reported such varied gains as 0.7% and 1.4% by restaurant and car dealers and 10.2% and 12.2% by variety and family clothing stores.

For the past 4 months sales of certain consumer durables have been very high in relation to 1951. In the summer of that year, appliance and radio stores, furniture stores and department stores experienced a definite slump in the sale of these durable items. Generally speaking, this slump continued up to May 1952 when there was a sudden and marked recovery. Sales by appliance and radio stores and furniture stores for May to August 1952 inclusive, reached an all time high of \$120,439,000, 31.4% above the comparable 1951 period. Department store sales of furniture and home appliances between May and August equalled \$36,826,000, 39.2% above 1951.

A comparison of department store sales for August 1952 and 1951 and of inventories for July 31, 1952 and 1951 are shown in the table on page 10. Department store sales rose 13.2% above August 1951. On the other hand, the value of department store inventories on July 31, was 16.1% below their value on the same date in 1951. All but 3 of the 30 departmental breakdowns published (men's clothing, food and kindred products and piece goods) showed higher sales this year than last. The largest and very marked gain (93.4%) was experienced by the major appliances department.

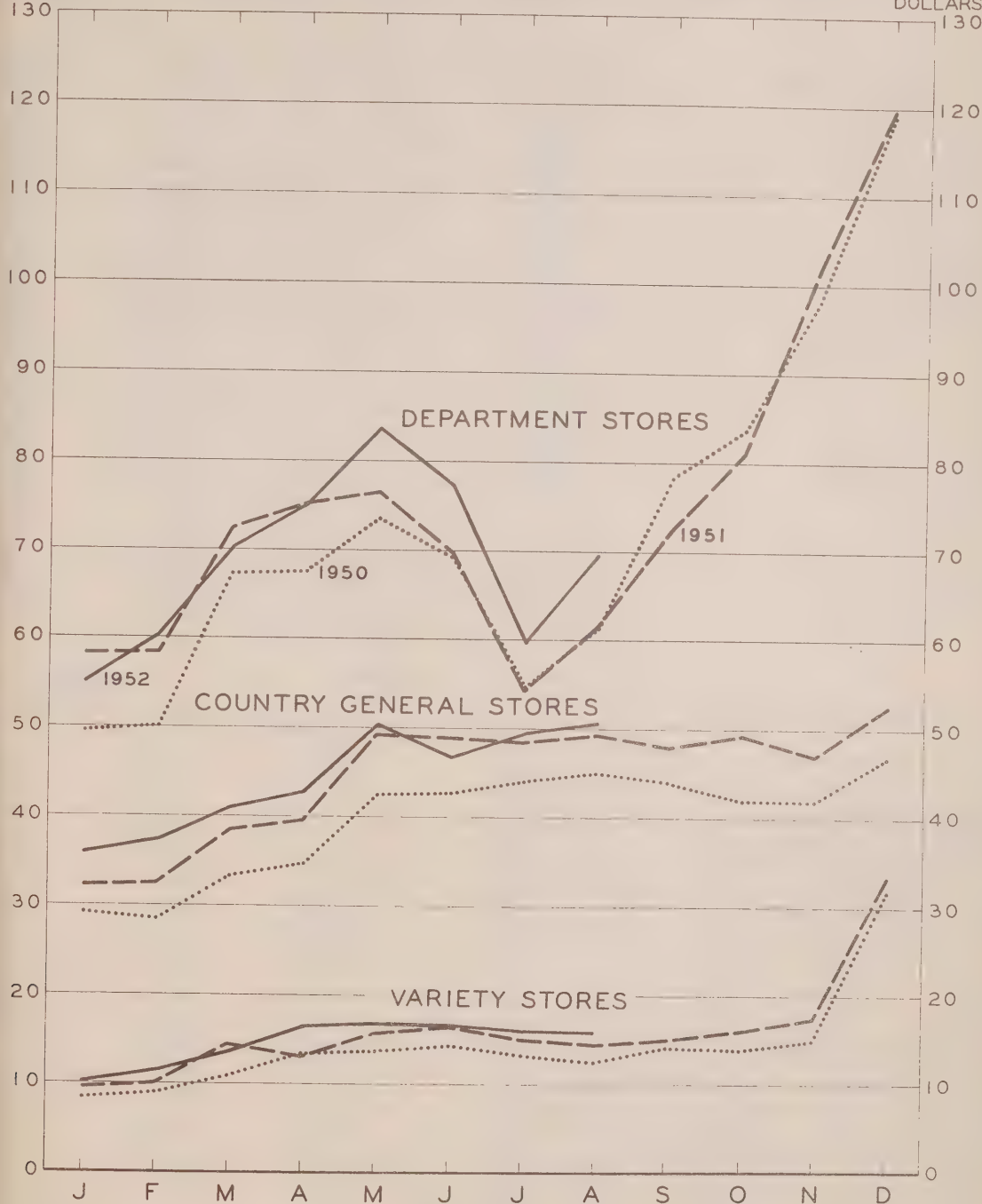
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>August 1951</u> \$'000	<u>August 1952</u> \$'000	<u>% Change Aug. 1952/51</u>
CANADA	4,486	4,169	- 7.1
Maritime Provinces	188	156	- 17.0
Quebec	1,047	910	- 13.1
Ontario	2,205	2,033	- 7.8
Manitoba	294	302	+ 2.7
Saskatchewan	128	144	+ 12.5
Alberta	232	295	+ 27.2
British Columbia	392	329	- 16.1

MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION
DOLLARS
130

MILLION
DOLLARS
130



Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

August, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	959,159	178,623	780,536	66,528
2	Grocery and Combination.....	156,283	58,732	97,551	12,047
3	Meat	16,682	449	16,233	485
4	Country General.....	50,525	1,617	48,908	6,269
5	Department	69,625	-	69,625	5,037
6	Variety.....	15,891	13,764	2,127	1,778
7	Motor Vehicle.....	150,504	2,375	148,129	9,400
8	Garage & Filling Station.....	54,871	319	54,552	3,516
9	Men's Clothing.....	12,588	1,218	11,370	895
10	Family Clothing.....	13,396	2,937	10,460	1,420
11	Women's Clothing.....	13,084	3,156	9,928	1,041
12	Shoe.....	8,189	3,102	5,087	858
13	Hardware	19,584	(1)	(1)	1,086
14	Lumber & Building Material	37,770	10,118	27,652	838
15	Furniture	16,179	3,579	12,600	750
16	Appliance & Radio.....	12,231	2,624	9,607	784
17	Restaurant.....	36,136	2,416	33,720	1,712
18	Coal & Wood.....	14,268	(1)	(1)	676
19	Drug.....	19,987	2,652	17,335	1,672
20	Jewellery.....	6,406	2,130	4,275	675
21	Tobacco.....	7,914	1,440	6,474	291
22	All Others.....	227,046	64,423	162,623	15,298
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	56,067	8,404	47,663	73,376
24	Grocery & Combination.....	6,620	2,903	3,717	5,759
25	Meat	787	-	787	775
26	Country General.....	4,094	(1)	(1)	8,972
27	Department.....	10,250	-	10,250	3,468
28	Variety	370	369	1	481
29	Motor Vehicle.....	7,495	(1)	(1)	12,476
30	Garage & Filling Station.....	3,496	-	3,496	4,861
31	Men's Clothing.....	662	(1)	(1)	445
32	Family Clothing.....	497	96	401	794
33	Women's Clothing.....	421	(b)	(b)	695
34	Shoe.....	217	46	172	160
35	Hardware	993	(1)	(1)	1,866
36	Lumber & Building Material.....	3,762	1,060	2,701	5,174
37	Furniture	361	(b)	(b)	303
38	Appliance & Radio.....	422	(b)	(b)	1,061
39	Restaurant.....	2,307	122	2,185	1,986
40	Coal & Wood.....	759	-	759	525
41	Drug.....	1,288	(1)	(1)	1,130
42	Jewellery.....	334	(1)	(1)	166
43	Tobacco.....	112	(1)	(1)	270
44	All Others.....	10,820	3,167	7,653	22,009

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

August, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
12,859	53,669	219,070	34,431	184,639	350,919	82,218	268,701	1
2,392	9,655	44,755	11,500	33,255	64,306	32,015	32,291	2
-	485	4,073	-	4,073	5,505	407	5,098	3
301	5,968	10,083	445	9,638	9,932	303	9,629	4
-	5,037	10,401	-	10,401	24,562	-	24,562	5
1,578	200	4,814	3,754	1,060	7,004	6,298	707	6
(1)	(1)	38,571	(1)	(1)	48,455	517	47,938	7
(1)	(1)	11,790	-	11,790	21,847	(1)	(1)	8
(1)	(1)	2,434	191	2,243	5,880	840	5,040	9
(1)	(1)	4,270	1,298	2,973	4,091	719	3,372	10
89	953	3,690	691	2,998	4,317	1,357	2,959	11
(1)	(1)	2,071	861	1,210	3,784	1,758	2,027	12
(1)	(1)	4,247	(1)	(1)	6,113	230	5,883	13
-	838	3,972	(1)	(1)	15,441	(1)	(1)	14
(1)	(1)	5,149	1,634	3,516	6,802	1,128	5,674	15
(b)	(b)	2,969	1,105	1,864	5,256	839	4,417	16
(1)	(1)	6,567	590	5,977	14,827	912	13,915	17
-	676	3,118	-	3,118	8,360	(1)	(1)	18
140	1,532	3,826	268	3,558	8,817	1,385	7,432	19
(1)	(1)	1,470	395	1,074	2,404	884	1,519	20
(1)	(1)	1,576	411	1,166	4,711	(1)	(1)	21
5,913	9,385	49,224	10,376	38,847	78,505	29,489	49,016	22
Saskatchewan		Alberta			British Columbia			
9,461	63,915	85,609	13,737	71,872	107,598	17,520	90,078	23
(1)	(1)	8,393	(1)	(1)	14,403	5,113	9,290	24
(1)	(1)	1,630	(b)	(b)	3,427	(1)	(1)	25
(1)	(1)	6,875	(1)	(1)	4,300	(1)	(1)	26
-	3,468	5,435	-	5,435	10,472	-	10,472	27
469	12	714	635	79	730	661	69	28
(1)	(1)	9,566	(1)	(1)	24,541	(1)	(1)	29
(b)	(b)	4,650	-	4,650	4,711	(1)	(1)	30
(1)	(1)	931	(1)	(1)	1,343	(1)	(1)	31
235	559	717	(1)	(1)	1,607	(1)	(1)	32
160	535	1,225	235	990	1,696	453	1,242	33
(1)	(1)	385	107	278	714	156	558	34
-	1,866	3,556	(1)	(1)	1,724	(1)	(1)	35
3,298	1,876	5,546	3,267	2,279	3,037	344	2,693	36
(1)	(1)	1,027	-	1,027	1,787	659	1,128	37
(b)	(b)	802	(b)	(b)	936	135	801	38
(1)	(1)	3,489	59	3,430	5,249	686	4,563	39
-	525	22	(b)	(b)	810	-	810	40
(1)	(1)	1,344	190	1,154	1,911	530	1,381	41
(1)	(1)	415	216	198	943	322	621	42
(1)	(1)	237	(1)	(1)	716	(1)	(1)	43
2,938	19,071	28,650	4,851	23,800	22,541	7,689	14,852	44

Estimated Retail Trade — By Provinces and Kinds of Business

August, 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	959,159	66,528	219,070	350,919	56,067	73,376	85,609	107,598
Grocery & Combination	156,283	12,047	44,755	64,306	6,620	5,759	8,393	14,403
Meat	16,682	485	4,073	5,505	787	775	(b)	3,427
Country General	50,525	6,269	10,083	9,932	4,094	8,972	6,875	4,300
Department	69,625	5,037	10,401	24,562	10,250	3,468	5,435	10,472
Variety	15,891	1,778	4,814	7,004	370	481	714	730
Motor Vehicle	150,504	9,400	38,571	48,455	7,495	12,476	9,566	24,541
Garage & Filling Station	54,871	3,516	11,790	21,847	3,496	(b)	4,650	4,711
Men's Clothing	12,588	895	2,434	5,880	662	445	931	1,343
Family Clothing	13,396	1,420	4,270	4,091	497	794	717	1,607
Women's Clothing	13,084	1,041	3,690	4,317	(b)	695	1,225	1,696
Shoe	8,189	858	2,071	3,784	217	(b)	385	714
Hardware	19,584	1,086	4,247	6,113	993	1,866	3,556	1,724
Lumber & Building Material	37,770	838	3,972	15,441	3,762	5,174	5,546	3,037
Furniture	16,179	750	5,149	6,802	(b)	(b)	1,027	1,787
Appliance & Radio	12,231	(b)	2,969	5,256	(b)	(b)	(b)	936
Restaurant	36,136	1,712	6,567	14,827	2,307	1,986	3,489	5,249
Coal & Wood	14,268	676	3,118	8,360	759	525	(b)	810
Drug	19,987	1,672	3,826	8,817	1,288	1,130	1,344	1,911
Jewellery	6,406	(b)	1,470	2,404	334	166	415	943
Tobacco	7,914	291	1,576	4,711	(b)	270	237	716
All Others	227,046	15,298	49,224	78,505	10,820	22,009	28,650	22,541

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

August 1952 Over August 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 6.9	+ 12.1	+ 4.8	+ 4.6	+ 3.3	+ 13.0	+ 11.3	+ 10.6
Grocery & Combination.....	+ 8.2	+ 10.5	+ 7.9	+ 7.8	+ 6.8	+ 8.5	+ 8.4	+ 9.8
Meat.....	- 4.9	+ 0.6	- 13.2	- 4.6	+ 12.8	- 4.1	(b)	- 2.1
Country General.....	+ 2.4	+ 6.2	- 6.2	- 2.5	+ 0.6	+ 13.0	+ 11.0	+ 0.1
Department	+ 13.2	+ 24.0	+ 7.4	+ 14.5	+ 7.0	+ 11.2	+ 15.3	+ 17.5
Variety	+ 10.2	+ 18.3	+ 11.3	+ 8.9	+ 2.5	+ 12.4	+ 4.5	+ 6.4
Motor Vehicle.....	+ 1.4	+ 9.6	- 1.6	- 2.8	- 14.3	+ 4.4	- 1.0	+ 19.8
Garage & Filling Station.....	+ 6.9	+ 8.2	+ 9.4	+ 4.0	+ 7.4	(b)	+ 14.6	+ 16.8
Men's Clothing	+ 4.6	+ 4.6	+ 2.6	+ 5.3	+ 1.1	+ 11.8	+ 7.4	+ 3.5
Family Clothing.....	+ 12.2	+ 7.1	+ 22.0	+ 9.1	- 2.4	+ 18.2	+ 5.1	+ 6.8
Women's Clothing.....	+ 1.2	+ 14.0	- 10.0	+ 3.8	(b)	+ 7.3	+ 27.9	+ 0.4
Shoe.....	+ 10.0	+ 18.3	+ 0.5	+ 15.3	+ 1.4	(b)	+ 4.1	+ 12.1
Hardware.....	+ 8.3	+ 14.3	- 5.3	+ 8.0	+ 6.9	+ 16.7	+ 26.1	+ 4.8
Lumber & Building Material....	+ 3.8	+ 19.0	+ 2.0	+ 1.2	+ 2.5	+ 22.6	+ 6.1	- 10.8
Furniture.....	+ 29.1	+ 38.9	+ 29.6	+ 25.5	(b)	(b)	+ 22.4	+ 39.0
Appliance and Radio	+ 30.5	(b)	+ 22.1	+ 27.9	(b)	(b)	(b)	+ 47.4
Restaurant	+ 0.7	+ 3.4	- 0.4	- 3.6	- 2.9	+ 10.4	+ 10.6	+ 6.3
Al & Wood	+ 1.2	- 4.7	- 11.5	+ 6.9	- 3.3	- 9.2	(b)	+ 23.3
Fig.....	+ 7.4	+ 9.3	+ 6.3	+ 5.6	+ 5.3	+ 17.0	+ 16.7	+ 6.3
Jewellery	+ 4.5	(b)	+ 1.6	+ 1.2	+ 9.9	(a)	+ 0.7	+ 13.3
Tobacco	+ 10.4	+ 0.3	+ 3.3	+ 16.3	(b)	+ 20.5	- 5.6	+ 0.8
Others	+ 9.3	+ 14.3	+ 10.2	+ 3.2	+ 12.6	+ 22.3	+ 15.3	+ 6.3

Unchanged (b) Not available

(Without Adjustment for Price Changes)

January to August 1952 Over January to August 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 6.6	+ 8.1	+ 6.8	+ 4.8	+ 1.3	+ 14.3	+ 10.4	+ 8.2
Grocery & Combination.....	+ 9.9	+ 9.7	+ 10.3	+ 8.9	+ 7.9	+ 13.9	+ 10.5	+ 12.0
Meat.....	- 3.0	+ 4.5	- 5.6	- 3.0	+ 8.6	- 7.0	- 0.2	- 2.2
Country General.....	+ 4.7	+ 4.3	+ 2.7	+ 1.9	+ 1.5	+ 7.0	+ 7.4	+ 12.4
Department.....	+ 4.6	+ 11.3	+ 2.0	+ 4.3	- 0.6	+ 6.2	+ 7.4	+ 9.4
Variety.....	+ 8.0	+ 12.8	+ 8.5	+ 6.0	+ 6.6	+ 20.0	+ 11.5	+ 4.5
Motor Vehicle.....	+ 5.8	+ 3.5	+ 6.4	+ 2.7	- 2.6	+ 18.6	+ 7.0	+ 11.4
Garage & Filling Station.....	+ 5.7	+ 3.0	+ 6.1	+ 4.9	- 1.6	(b)	+ 18.2	+ 3.5
Men's Clothing.....	+ 0.1	+ 5.2	+ 2.9	- 4.7	- 2.4	+ 13.5	+ 16.3	- 1.2
Family Clothing.....	+ 8.3	+ 8.4	+ 13.4	+ 1.4	+ 4.2	+ 27.8	+ 10.8	+ 2.8
Women's Clothing.....	+ 7.4	+ 8.9	+ 8.7	+ 2.5	(b)	+ 24.8	+ 18.0	+ 2.1
Shoe.....	+ 7.9	+ 15.4	+ 6.1	+ 6.6	+ 3.0	(b)	+ 18.2	+ 6.3
Hardware.....	- 0.2	+ 2.6	- 4.8	- 0.9	+ 0.2	+ 14.9	+ 1.5	- 0.5
Lumber & Building Material....	- 2.6	- 8.7	- 10.5	- 6.1	- 5.7	+ 17.2	+ 9.2	- 3.5
Furniture.....	+ 15.7	+ 36.3	+ 13.8	+ 11.5	(b)	+ 8.1	+ 31.2	+ 26.6
Appliance and Radio.....	+ 3.3	(b)	- 13.9	+ 3.0	+ 9.2	(b)	(b)	+ 7.7
Restaurant.....	+ 5.6	+ 11.0	+ 6.4	+ 1.9	+ 2.5	+ 14.8	+ 13.0	+ 7.3
Coal & Wood.....	+ 5.2	+ 13.4	+ 10.0	+ 2.5	- 3.4	+ 7.2	(b)	+ 13.3
Drug.....	+ 7.4	+ 6.0	+ 7.7	+ 5.5	+ 3.2	+ 18.0	+ 13.8	+ 9.0
Jewellery.....	+ 2.4	+ 11.2	- 0.8	- 1.8	+ 8.3	+ 19.8	+ 6.2	+ 8.0
Tobacco.....	+ 11.1	+ 8.0	+ 4.2	+ 15.8	(b)	+ 16.3	+ 2.7	+ 6.5
All Others.....	+ 9.4	+ 10.8	+ 10.9	+ 8.1	+ 5.6	+ 15.7	+ 11.9	+ 5.7

(b) Not available

(Without Adjustment for Price Changes)

August 1952 Over July 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	- 0.6	+ 2.4	- 3.3	- 3.3	- 9.3	+ 16.8	+ 9.6	- 0.5
Grocery & Combination	+ 1.4	- 0.8	- 1.1	+ 3.3	+ 3.3	+ 1.4	- 0.1	+ 2.8
Meat	+ 10.4	- 0.4	- 5.0	+ 10.3	- 5.9	+ 15.8	(b)	+ 42.6
Country General	+ 2.1	- 2.1	- 5.3	- 4.7	+ 11.8	+ 19.3	+ 13.6	- 9.4
Department	+ 16.3	+ 11.9	+ 16.6	+ 15.0	+ 13.1	+ 23.9	+ 23.7	+ 18.8
Variety	- 0.5	+ 4.4	+ 1.9	- 1.9	- 8.4	- 3.6	- 10.5	+ 5.2
Motor Vehicle	- 21.9	- 5.7	- 12.7	- 25.5	- 54.1	- 16.4	- 11.7	- 22.0
Garage & Filling Station	- 0.2	- 9.8	- 1.6	- 6.5	+ 38.7	(b)	- 1.0	+ 13.2
Men's Clothing	- 2.4	- 4.9	- 18.8	+ 5.0	- 8.2	+ 17.7	- 10.3	+ 9.4
Family Clothing	- 2.4	- 12.3	- 1.5	+ 2.5	- 3.5	(b)	- 4.9	+ 15.9
Women's Clothing	- 6.6	+ 0.1	- 7.6	- 4.4	(b)	- 1.0	- 8.0	- 11.0
Shoe	- 0.7	+ 5.3	- 11.3	+ 5.6	- 6.9	(b)	- 10.3	+ 5.8
Hardware	+ 5.3	+ 1.0	- 2.1	- 1.9	- 18.7	+ 21.2	+ 43.3	+ 0.3
Lumber & Building Material	+ 4.8	+ 18.5	+ 2.9	- 3.3	- 1.4	+ 22.3	+ 14.9	+ 16.0
Furniture	- 2.0	- 14.5	- 15.7	+ 9.4	(b)	(b)	- 14.5	+ 15.4
Appliance and Radio	- 4.4	(b)	+ 3.0	- 11.3	(b)	(b)	(b)	+ 3.7
Restaurant	- 0.7	- 2.6	+ 2.6	- 5.1	- 9.0	+ 3.4	- 1.6	+ 14.0
Coal & Wood	+ 26.2	+ 17.8	+ 8.9	+ 33.8	+ 13.1	+ 9.4	(b)	+ 91.9
Drug	+ 6.9	+ 6.8	- 1.3	+ 13.4	+ 12.6	+ 11.4	+ 2.7	- 4.8
Jewellery	+ 16.6	(b)	+ 24.2	+ 13.1	- 1.5	- 13.5	+ 1.5	+ 27.8
Tobacco	+ 7.3	+ 12.4	+ 0.1	+ 13.5	(b)	+ 3.8	- 10.6	- 5.4
Others	+ 7.6	+ 16.7	- 1.1	- 2.4	+ 7.9	+ 63.1	+ 25.2	+ 5.6

) Not available

Department Store Sales and Stocks
August 1951 and August 1952

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES *			STOCKS*		
	Aug.	Aug.	Change	July 31	July 31	Change
	1951	1952	1952/51	1951	1952	1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	61,522	69,625	+ 13.2	221,657	186,052	- 16.1
1. Women's and Misses' Dresses	2,024	2,095	+ 3.5	3,092	2,726	- 11.8
2. Women's and Misses' Coats and Suits	1,382	1,618	+ 17.1	3,325	3,205	- 3.6
3. Women's and Misses' Sportswear	1,701	1,958	+ 15.1	4,484	4,378	- 2.4
4. Furs	979	1,623	+ 65.8	6,278	4,993	- 20.5
5. Girls' and Infants' Wear	2,861	3,304	+ 15.5	10,562	8,232	- 22.1
6. Lingerie and Corsets	2,134	2,407	+ 12.8	6,338	6,418	+ 1.2
7. Aprons, Housedresses and Uniforms	409	484	+ 18.3	969	891	- 8.0
8. Millinery	629	630	+ 0.2	879	846	- 3.8
9. Hosiery and Apparel Accessories	2,154	2,179	+ 1.2	7,557	6,569	- 13.1
10. Women's, Misses' and Children's Shoes	2,727	2,917	+ 7.0	11,404	10,319	- 9.5
Ladies' Apparel and Accessories.						
Total 1 - 10	17,000	19,215	+ 13.0	54,888	48,577	- 11.5
11. Men's Clothing	1,599	1,578	- 1.3	8,408	6,502	- 22.7
12. Men's Furnishings	2,258	2,454	+ 8.7	11,122	9,532	- 14.3
13. Boys' Clothing and Furnishings	1,653	1,774	+ 7.3	6,356	5,176	- 18.6
14. Men's and Boys' Shoes	1,044	1,135	+ 8.7	4,484	3,517	- 21.6
15. Food and Kindred Products	4,848	4,721	- 2.6	4,587	3,746	- 18.3
16. Toiletries, Cosmetics and Drugs	1,493	1,589	+ 6.4	4,679	4,740	+ 1.3
17. Photographic Equipment and Supplies ..	235	266	+ 13.2	951	802	- 15.7
18. Piece Goods	1,598	1,499	- 6.2	9,062	7,612	- 16.0
19. Linens and Domestic	2,652	2,835	+ 6.9	8,834	7,272	- 17.7
20. Smallwares	1,288	1,302	+ 1.1	5,716	5,316	- 7.0
21. China and Glassware	1,194	1,215	+ 1.8	7,234	7,942	+ 9.8
22. Home Furnishings	3,915	4,549	+ 16.2	22,250	18,021	- 19.0
23. Furniture	4,684	6,456	+ 37.8	14,299	10,333	- 27.7
24. Major Appliances	2,011	3,890	+ 93.4	10,357	6,817	- 34.2
25. Radio and Music	743	1,089	+ 46.6	4,538	3,751	- 17.3
26. Hardware and Housewares	4,248	4,633	+ 9.1	13,173	11,436	- 13.2
27. Jewellery	1,274	1,295	+ 1.6	8,673	6,746	- 22.2
28. Sporting Goods and Luggage	1,792	2,028	+ 13.2	10,003	7,705	- 23.0
29. Stationery, Books and Magazines	1,078	1,188	+ 10.2	3,630	3,431	- 5.5
30. All Other Departments	4,915	4,914	(a)	8,413	7,078	- 15.9

Note. Canada totals do not include Newfoundland figures.

* 1951 sales and stocks have been revised.

(a) Change of less than .05 per cent.

6505-501

10-10-52



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

GOVERNMENT OF CANADA
Publications
LIBRARY
APR 2 1974
UNIVERSITY OF TORONTO

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 9

\$ 2.00 a year

RETAIL TRADE

SEPTEMBER, 1952

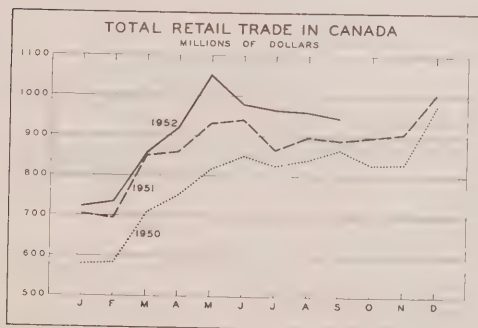


Canada's retail stores had estimated dollar sales of \$946,024,000 in September 1952. This was 6.1% higher than sales in September 1951, but, contrary to the usual seasonal trend, 1.4% below August sales of \$959,159,000. Sales to the end of September 1952 totalled \$8,136,404,000, 6.6% above sales in the corresponding period in 1951.

TOTAL RETAIL TRADE IN CANADA

Month	1951 \$'000	1952 \$'000	% Change 1952/1951
First Half	4,980,180	5,265,871	+ 5.7
July	865,789	965,350	+ 11.5
August	897,413	959,159	+ 6.9
September	891,245	946,024	+ 6.1
TOTAL	7,634,627	8,136,404	+ 6.6

As in July and August, all sections of the country reported higher sales this year than last. Saskatchewan showed the largest increase (13.7%) for the 9 month cumulative period and the



Maritime Provinces reported the outstanding gain (11.4%) in September.

Sixteen of the 20 trades shown in this bulletin reported increased sales in September 1952 compared with the same month a year ago; 11 of these recorded increases below 15%; the 2

UNIVERSITY OF TORONTO

largest gains were again shown by furniture stores and appliance and radio dealers. The 4 trades to report a decrease in sales were meat stores (8.0%), country general stores (2.7%), men's clothing stores (6.7%) and restaurants (3.0%).

Department store sales totalled \$84,346,000 in September 1952, a gain of 16.5% over the previous year and 21.1% above August. Cumulative sales for the first 9 months of 1952 were 6.1% ahead of the same period in 1951. As in all other months this year, the value of department store inventories held at the beginning of September was lower (14.6%) than their value on the same date in 1951.

The following table is a review of sales estimates of chain office - and - store appliance dealers' sales, by provinces, for September 1951 and 1952.

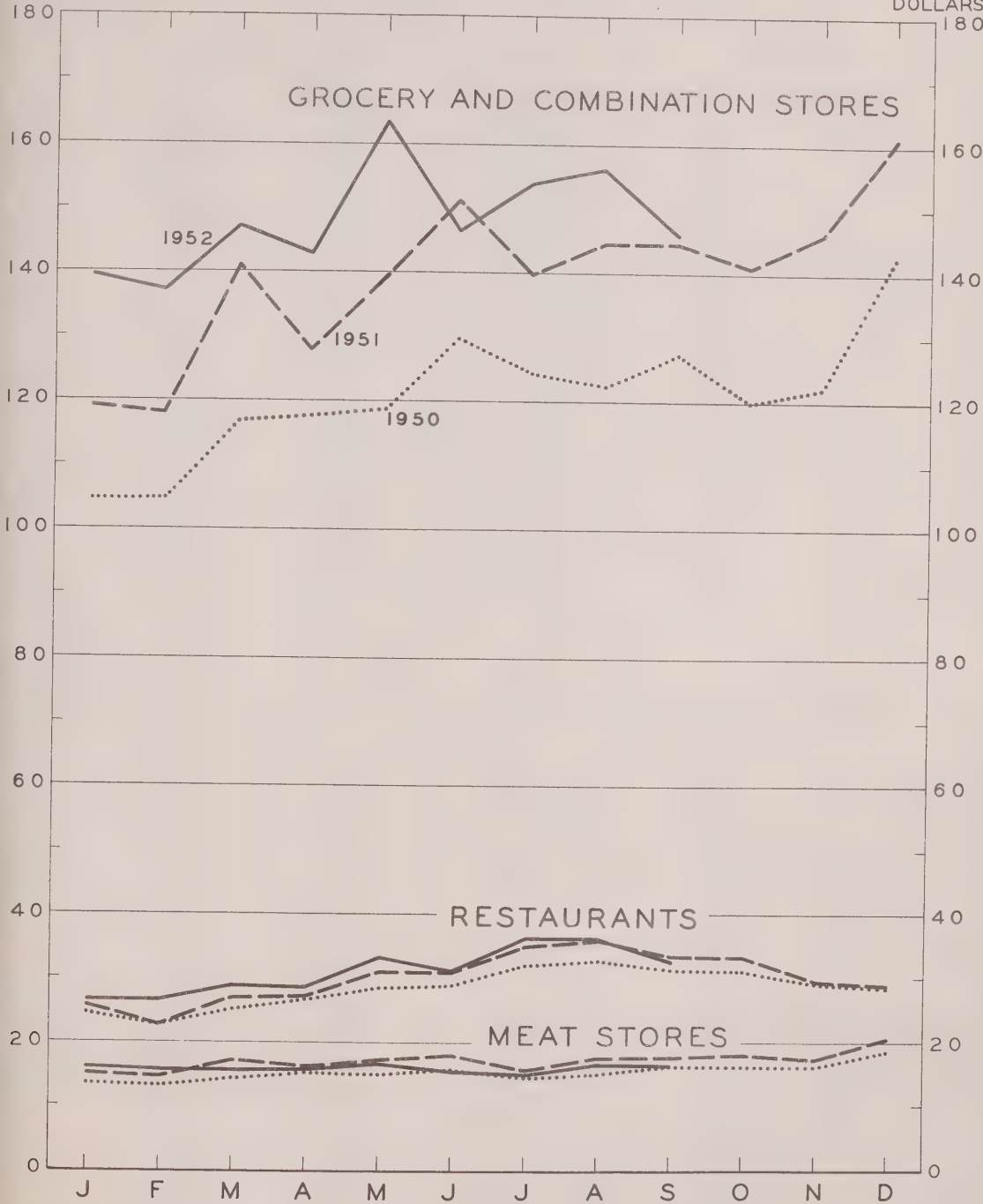
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>September 1951</u> \$'000	<u>September 1952</u> \$'000	<u>% Change Sept. 1952/51</u>
CANADA	5,230	5,712	+ 9.2
Maritime Provinces	235	213	- 9.4
Quebec	1,349	1,270	- 5.9
Ontario	2,455	2,710	+ 10.4
Manitoba	332	389	+ 17.2
Saskatchewan	159	194	+ 22.0
Alberta	299	464	+ 55.2
British Columbia	401	472	+ 17.7

MONTHLY SALES FOOD TRADES

MILLION
DOLLARS

MILLION
DOLLARS



SEPTEMBER, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES.....	946,024	163,392	782,632	64,43
2	Grocery and Combination.....	145,922	55,506	90,416	11,527
3	Meat	16,192	462	15,730	526
4	Country General.....	46,649	1,527	45,122	5,642
5	Department	84,346	-	84,346	6,059
6	Variety.....	15,806	13,694	2,112	1,770
7	Motor Vehicle.....	161,552	2,411	159,141	9,488
8	Garage & Filling Station.....	52,236	261	51,974	3,750
9	Men's Clothing.....	13,142	1,371	11,771	936
10	Family Clothing.....	13,884	3,346	10,539	1,569
11	Women's Clothing.....	16,286	3,447	12,840	1,061
12	Shoe.....	9,237	3,407	5,830	880
13	Hardware.....	19,791	(1)	(1)	1,217
14	Lumber & Building Material.....	39,537	9,930	29,608	901
15	Furniture.....	16,247	3,828	12,419	705
16	Appliance & Radio.....	13,650	3,722	9,929	765
17	Restaurant.....	32,451	2,151	30,300	1,481
18	Coal & Wood.....	18,359	(1)	(1)	1,139
19	Drug.....	19,814	2,620	17,194	1,546
20	Jewellery.....	6,413	2,573	3,840	490
21	Tobacco.....	8,798	1,383	7,415	266
22	All Others.....	195,712	50,186	145,527	12,721
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	59,966	7,552	52,414	63,682
24	Grocery & Combination.....	6,366	2,653	3,714	5,368
25	Meat	740	-	740	776
26	Country General.....	3,647	(1)	(1)	8,612
27	Department.....	11,538	-	11,538	4,152
28	Variety	391	390	1	443
29	Motor Vehicle.....	9,637	(1)	(1)	13,189
30	Garage & Filling Station.....	3,143	(b)	(b)	4,985
31	Men's Clothing.....	581	(1)	(1)	497
32	Family Clothing.....	609	111	498	1,112
33	Women's Clothing.....	680	(b)	(b)	707
34	Shoe.....	258	64	194	195
35	Hardware.....	1,186	(1)	(1)	2,021
36	Lumber & Building Material.....	3,942	1,117	2,825	5,169
37	Furniture.....	340	(b)	(b)	224
38	Appliance & Radio.....	535	(b)	(b)	510
39	Restaurant.....	2,415	(b)	(b)	1,797
40	Coal & Wood.....	1,216	-	1,216	1,001
41	Drug.....	1,191	(1)	(1)	1,139
42	Jewellery.....	413	(1)	(1)	197
43	Tobacco.....	112	(1)	(1)	245
44	All Others.....	11,026	2,357	8,669	11,343

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

SEPTEMBER, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec		Ontario			
11,085	53,354	223,199	32,935	190,264	350,719	75,240	275,479	1
2,221	9,306	41,443	11,523	29,920	59,689	30,053	29,636	2
(b)	(b)	5,026	-	5,026	5,323	422	4,902	3
288	5,354	9,914	442	9,472	8,590	262	8,328	4
-	6,059	14,238	-	14,238	30,867	-	30,867	5
1,570	199	4,747	3,702	1,045	7,003	6,297	707	6
(1)	(1)	37,865	(1)	(1)	53,362	569	52,793	7
(1)	(1)	11,712	-	11,712	20,454	(1)	(1)	8
(1)	(1)	3,036	193	2,843	5,846	985	4,861	9
(1)	(1)	4,361	1,418	2,943	4,029	707	3,322	10
100	961	5,771	770	5,001	4,862	1,484	3,378	11
(1)	(1)	2,525	864	1,661	4,264	1,989	2,276	12
(1)	(1)	4,558	(1)	(1)	5,760	268	5,492	13
-	901	3,799	(1)	(1)	16,724	(1)	(1)	14
(1)	(1)	4,983	1,851	3,132	7,291	1,291	6,000	15
79	687	3,223	1,290	1,933	6,568	1,309	5,259	16
(1)	(1)	6,273	564	5,709	13,292	884	12,408	17
-	1,139	4,335	-	4,335	9,293	(1)	(1)	18
129	1,417	3,897	289	3,608	8,655	1,344	7,311	19
(1)	(1)	1,571	546	1,025	2,436	1,182	1,253	20
(1)	(1)	2,031	423	1,608	5,140	(1)	(1)	21
4,383	8,338	47,891	8,269	39,622	71,271	23,026	48,245	22
Saskatchewan		Alberta			British Columbia			
9,130	54,552	78,966	12,326	66,640	105,059	15,128	89,931	23
(1)	(1)	8,003	(1)	(1)	13,526	4,666	8,859	24
(1)	(1)	1,328	-	1,328	2,474	(1)	(1)	25
(1)	(1)	6,595	(1)	(1)	3,649	(1)	(1)	26
-	4,152	6,024	-	6,024	11,468	-	11,468	27
432	11	707	628	78	746	675	71	28
(1)	(1)	10,836	(1)	(1)	27,176	(1)	(1)	29
-	4,985	3,960	-	3,960	4,232	(1)	(1)	30
(1)	(1)	945	(1)	(1)	1,301	(1)	(1)	31
577	535	780	(1)	(1)	1,424	(1)	(1)	32
166	541	1,243	239	1,005	1,962	465	1,497	33
(1)	(1)	404	142	263	711	150	561	34
-	2,021	3,044	(1)	(1)	2,006	(1)	(1)	35
3,215	1,953	5,438	3,035	2,402	3,564	347	3,217	36
(1)	(1)	1,104	-	1,104	1,601	527	1,074	37
(b)	(b)	957	(b)	(b)	1,092	195	897	38
(1)	(1)	3,357	46	3,311	3,836	(b)	(b)	39
-	1,001	42	(b)	(b)	1,333	-	1,333	40
(1)	(1)	1,440	197	1,244	1,946	524	1,421	41
(1)	(1)	401	232	169	905	309	596	42
(1)	(1)	313	(1)	(1)	690	(1)	(1)	43
2,258	9,084	22,045	3,879	18,166	19,417	6,015	13,402	44

Estimated Retail Trade — By Provinces and Kinds of Business

September, 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	946,024	64,439	223,199	350,719	59,966	63,682	78,966	105,059
Grocery & Combination	145,922	11,527	41,443	59,689	6,366	5,368	8,003	13,526
Meat	16,192	(b)	5,026	5,323	740	776	1,328	2,474
Country General	46,649	5,642	9,914	8,590	3,647	8,612	6,595	3,649
Department	84,346	6,059	14,238	30,867	11,538	4,152	6,024	11,468
Variety	15,806	1,770	4,747	7,003	391	443	707	746
Motor Vehicle	161,552	9,488	37,865	53,362	9,637	13,189	10,836	27,176
Garage & Filling Station	52,236	3,750	11,712	20,454	(b)	4,985	3,960	4,232
Men's Clothing	13,142	936	3,036	5,846	581	497	945	1,301
Family Clothing	13,884	1,569	4,361	4,029	609	1,112	780	1,424
Women's Clothing	16,286	1,061	5,771	4,862	(b)	707	1,243	1,962
Shoe	9,237	880	2,525	4,264	258	(b)	404	711
Hardware	19,791	1,217	4,558	5,760	1,186	2,021	3,044	2,006
Lumber & Building Material	39,537	901	3,799	16,724	3,942	5,169	5,438	3,564
Furniture	16,247	705	4,983	7,291	(b)	(b)	1,104	1,601
Appliance & Radio	13,650	765	3,223	6,568	(b)	(b)	(b)	1,092
Restaurant	32,451	1,481	6,273	13,292	(b)	1,797	3,357	(b)
Coal & Wood	18,359	1,139	4,335	9,293	1,216	1,001	(b)	1,333
Drug	19,814	1,546	3,897	8,655	1,191	1,139	1,440	1,946
Jewellery	6,413	490	1,571	2,436	413	197	401	905
Tobacco	8,798	266	2,031	5,140	(b)	245	313	690
All Others	195,712	12,721	47,891	71,271	11,026	11,343	22,045	19,417

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Percentage Changes in Retail Trade -- By Provinces and Kinds of Business

7

(Without Adjustment for Price Changes)

September 1952 Over September 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 6.1	+ 11.4	+ 5.7	+ 3.8	+ 8.4	+ 10.1	+ 4.3	+ 10.0
Grocery & Combination.....	+ 1.0	+ 1.8	+ 2.4	- 1.0	+ 0.5	+ 2.5	+ 0.6	+ 5.0
Meat.....	- 8.0	(b)	- 5.0	- 12.7	+ 1.1	- 10.8	- 9.3	- 1.9
Country General.....	- 2.7	- 0.5	- 9.6	- 0.5	- 0.2	+ 2.1	- 1.4	- 5.8
Department	+ 16.5	+ 42.1	+ 17.3	+ 17.4	+ 5.0	+ 17.4	+ 12.0	+ 16.7
Variety	+ 4.4	+ 13.3	+ 4.1	+ 1.5	+ 7.4	+ 14.5	+ 4.4	+ 9.4
Motor Vehicle.....	+ 11.2	+ 17.3	+ 0.4	+ 11.2	+ 10.4	+ 18.8	+ 7.9	+ 25.6
Garage & Filling Station.....	+ 6.5	+ 2.0	+ 16.1	- 0.8	(b)	+ 3.4	+ 17.9	+ 11.8
Men's Clothing	- 6.7	- 5.4	+ 5.6	- 12.6	- 10.9	- 9.3	+ 6.5	- 9.7
Family Clothing.....	+ 0.4	+ 2.5	+ 14.6	- 7.8	+ 2.0	- 10.2	- 0.5	- 5.8
Women's Clothing.....	+ 0.9	+ 22.4	- 5.0	- 5.3	(b)	+ 9.6	+ 13.3	+ 6.4
Shoe.....	+ 1.8	+ 6.5	- 3.7	+ 4.1	+ 0.4	(b)	+ 13.5	- 7.8
Hardware	+ 8.1	+ 23.7	+ 3.9	- 0.3	+ 9.5	+ 42.2	+ 10.1	+ 6.2
Lumber & Building Material....	+ 19.3	+ 30.4	+ 12.1	+ 16.8	+ 14.6	+ 45.4	+ 13.2	+ 21.3
Furniture.....	+ 23.0	+ 16.1	+ 19.1	+ 21.6	(b)	(b)	+ 46.4	+ 30.5
Appliance and Radio	+ 42.6	+ 41.4	+ 19.9	+ 49.7	(b)	(b)	(b)	+ 45.0
Restaurant	- 3.0	+ 2.3	- 0.2	- 3.8	(b)	+ 15.3	- 2.6	(b)
Coal & Wood	+ 9.8	+ 24.2	+ 5.7	+ 9.7	- 7.6	+ 7.9	(b)	+ 44.1
Drug.....	+ 5.8	+ 3.8	+ 7.7	+ 2.0	+ 5.8	+ 17.7	+ 14.2	+ 9.3
Jewellery	+ 8.1	+ 5.2	+ 0.3	+ 6.7	+ 26.3	+ 21.6	+ 9.9	+ 18.1
Tobacco	+ 21.4	(a)	+ 12.3	+ 33.8	(b)	+ 3.8	+ 21.8	- 4.3
Others	+ 3.1	+ 15.4	+ 12.4	- 2.8	+ 18.0	- 2.3	- 2.9	+ 0.6

() Unchanged (b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

January to September 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	8,136,404	553,823	1,916,829	3,094,533	492,298	505,404	665,626	907,952
Grocery & Combination	1,333,548	105,507	387,893	541,926	56,123	46,066	72,393	123,643
Meat	143,217	4,215	42,299	49,038	6,034	5,912	12,095	23,626
Country General	401,084	50,779	87,436	78,376	31,289	64,751	54,719	33,739
Department	635,228	45,020	101,562	231,237	91,140	31,523	45,919	88,827
Variety	132,659	13,669	40,413	59,289	3,241	3,928	6,164	5,962
Motor Vehicle	1,537,552	88,978	349,654	551,427	95,581	113,075	94,944	243,898
Garage & Filling Station	431,679	28,671	95,216	184,881	21,821	(b)	36,299	36,116
Men's Clothing	120,754	8,986	29,101	53,674	4,843	4,127	9,236	10,789
Family Clothing	120,572	13,793	38,940	35,335	4,659	8,838	6,582	12,430
Women's Clothing	133,244	8,789	43,838	41,132	(b)	6,828	10,797	16,680
Shoe	74,159	7,060	21,992	32,111	2,044	(b)	3,315	6,052
Hardware	153,790	8,390	35,074	51,267	9,053	12,369	22,740	14,902
Lumber & Building Material	271,815	5,073	28,313	119,307	28,417	29,343	36,569	24,795
Furniture	133,971	7,112	41,163	57,902	(b)	(b)	8,734	14,118
Appliance & Radio	108,848	7,200	24,037	50,093	(b)	(b)	(b)	8,205
Restaurant	279,947	13,257	53,298	114,051	20,088	14,778	27,961	36,517
Coal & Wood	141,299	9,148	36,765	72,723	8,664	6,618	(b)	6,933
Drug	175,068	14,221	36,567	73,951	10,677	9,637	12,349	17,670
Jewellery	49,469	4,106	12,363	18,413	2,987	1,640	3,299	6,664
Tobacco	69,581	2,689	15,823	38,990	(b)	2,192	2,424	6,419
All Others	1,688,920	107,160	395,082	639,410	82,584	105,611	189,109	169,967

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

January to September 1952 Over January to September 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 6.6	+ 8.5	+ 6.7	+ 4.7	+ 2.1	+ 13.7	+ 9.6	+ 8.4
Grocery & Combination.....	+ 8.8	+ 8.8	+ 9.4	+ 7.7	+ 6.9	+ 12.5	+ 9.3	+ 11.2
Meat.....	- 3.6	+ 1.6	- 5.6	- 4.2	+ 7.6	- 7.5	- 1.3	- 2.2
Country General.....	+ 3.8	+ 3.8	+ 1.2	+ 1.6	+ 1.3	+ 6.4	+ 6.2	+ 10.1
Department	+ 6.1	+ 14.7	+ 3.9	+ 5.8	+ 0.1	+ 7.5	+ 8.0	+ 10.3
Variety	+ 7.6	+ 12.8	+ 8.0	+ 5.5	+ 6.7	+ 19.4	+ 10.6	+ 5.1
Motor Vehicle.....	+ 6.4	+ 4.8	+ 5.7	+ 3.5	- 1.4	+ 18.6	+ 7.1	+ 12.8
Garage & Filling Station.....	+ 5.8	+ 2.8	+ 7.3	+ 4.2	+ 0.6	(b)	+ 18.2	+ 4.4
Men's Clothing	- 0.7	+ 4.0	+ 3.2	- 5.6	- 3.5	+ 10.1	+ 15.2	- 2.3
Family Clothing.....	+ 7.3	+ 7.7	+ 13.5	+ 0.2	+ 3.9	+ 21.3	+ 9.4	+ 1.7
Women's Clothing.....	+ 6.5	+ 10.4	+ 6.6	+ 1.5	(b)	+ 23.0	+ 17.4	+ 2.6
Shoe.....	+ 7.1	+ 14.2	+ 4.9	+ 6.3	+ 2.7	(b)	+ 17.6	+ 4.4
Hardware	+ 0.8	+ 5.2	- 3.7	- 0.9	+ 1.3	+ 18.6	+ 2.6	+ 0.3
lumber & Building Material....	+ 0.1	- 3.5	- 8.1	- 3.5	- 3.4	+ 21.4	+ 9.7	- 0.6
Furniture	+ 16.5	+ 34.0	+ 14.4	+ 12.7	(b)	(b)	+ 32.9	+ 27.1
Appliance and Radio	+ 7.0	+ 16.9	- 10.5	+ 7.4	(b)	(b)	(b)-	+ 11.5
Restaurant	+ 4.5	+ 10.0	+ 5.6	+ 1.2	+ 2.1	+ 14.9	+ 10.9	+ 4.6
Coal & Wood	+ 5.8	+ 14.6	+ 9.5	+ 3.4	- 4.0	+ 7.3	(b)	+ 18.2
Rug.....	+ 7.2	+ 5.8	+ 7.7	+ 5.0	+ 3.5	+ 18.0	+ 13.9	+ 9.0
Jewellery	+ 3.1	+ 10.4	- 0.6	- 0.8	+ 10.5	+ 20.0	+ 6.7	+ 9.2
Tobacco	+ 12.3	+ 7.1	+ 5.2	+ 17.9	(b)	+ 14.8	+ 4.8	+ 5.3
All Others	+ 8.6	+ 11.3	+ 11.0	+ 6.8	+ 7.1	+ 13.5	+ 10.0	+ 5.1

(b) Not available

Percentage Changes in Retail Trade - By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September 1952 Over August 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	- 1.4	- 3.1	+ 1.9	- 0.1	+ 7.0	- 13.2	- 7.8	- 2.4
Grocery & Combination	- 6.6	- 4.3	- 7.4	- 7.2	- 3.8	- 6.8	- 4.6	- 6.1
Meat	- 2.9	(b)	+ 23.4	- 3.3	- 6.0	+ 0.1	(b)	- 27.8
Country General	- 7.7	- 10.0	- 1.7	- 13.5	- 10.9	- 4.0	- 4.1	- 15.1
Department	+ 21.1	+ 20.3	+ 36.9	+ 25.7	+ 12.6	+ 19.7	+ 10.8	+ 9.5
Variety	- 0.5	- 0.4	- 1.4	(a)	+ 5.7	- 7.9	- 1.0	+ 2.2
Motor Vehicle	+ 7.3	+ 0.9	- 1.8	+ 10.1	+ 28.6	+ 5.7	+ 13.3	+ 10.7
Garage & Filling Station	- 4.8	+ 6.7	- 0.7	- 6.4	(b)	(b)	- 14.8	- 10.2
Men's Clothing	+ 4.4	+ 4.6	+ 24.7	- 0.6	- 12.2	+ 11.7	+ 1.5	- 3.1
Family Clothing	+ 3.6	+ 10.5	+ 2.1	- 1.5	+ 22.5	+ 40.1	+ 8.8	- 11.4
Women's Clothing	+ 24.5	+ 1.9	+ 56.4	+ 12.6	(b)	+ 1.7	+ 1.5	+ 15.7
Shoe	+ 12.8	+ 2.6	+ 21.9	+ 12.7	+ 18.9	(b)	+ 4.9	- 0.4
Hardware	+ 1.1	+ 12.1	+ 7.3	- 5.8	+ 19.4	+ 8.3	- 14.4	+ 16.4
Lumber & Building Material	+ 4.7	+ 7.5	- 4.4	+ 8.3	+ 4.8	- 0.1	- 1.9	+ 17.4
Furniture	+ 0.4	- 6.0	- 3.2	+ 7.2	(b)	(b)	+ 7.5	- 10.4
Appliance and Radio	+ 11.6	(b)	+ 8.6	+ 25.0	(b)	(b)	(b)	+ 16.7
Restaurant	- 10.2	- 13.5	- 4.5	- 10.4	(b)	- 9.5	- 3.8	(b)
Coal & Wood	+ 28.7	+ 68.5	+ 39.0	+ 11.2	+ 60.2	+ 90.7	(b)	+ 64.6
Drug	- 0.9	- 7.5	+ 1.9	- 1.8	- 7.5	+ 0.8	+ 7.1	+ 1.8
Jewellery	+ 0.1	(b)	+ 6.9	+ 1.3	+ 23.7	+ 18.7	- 3.4	- 4.0
Tobacco	+ 11.2	- 8.6	+ 28.9	+ 9.1	(b)	- 9.3	+ 32.1	- 3.6
All Others	- 13.8	- 16.8	- 2.7	- 9.2	+ 1.9	- 48.5	- 23.1	- 13.9

(a) Unchanged (b) Not available

Department Store Sales and Stocks
September 1951 and September 1952

These figures are estimates of total department store sales and stocks.
 Stocks are at selling value.

Department	SALES *			STOCKS*		
	Sept. 1951	Sept. 1952	Change 1952/51	Aug. 31 1951	Aug. 31 1952	Change 1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	72,425	84,346	+ 16.5	233,341	199,386	- 14.6
1. Women's and Misses' Dresses	2,309	2,563	+ 11.0	3,662	3,525	- 3.7
2. Women's and Misses' Coats and Suits	2,608	3,111	+ 19.3	4,717	4,770	+ 1.1
3. Women's and Misses' Sportswear	2,008	2,548	+ 26.9	4,691	5,123	+ 9.2
4. Furs	1,278	1,661	+ 30.0	7,096	5,790	- 18.4
5. Girls' and Infants' Wear	4,354	5,393	+ 23.9	12,639	9,161	- 27.5
6. Lingerie and Corsets	2,573	2,977	+ 15.7	6,967	6,860	- 1.5
7. Aprons, Housedresses and Uniforms	432	508	+ 17.6	889	941	+ 5.8
8. Millinery	1,150	1,308	+ 13.7	1,173	1,137	- 3.1
9. Hosiery and Apparel Accessories	3,174	3,309	+ 4.3	8,786	7,068	- 19.6
10. Women's, Misses' and Children's Shoes	3,432	3,926	+ 14.4	12,386	11,727	- 5.3
Ladies' Apparel and Accessories.						
Total 1 - 10	23,318	27,304	+ 17.1	63,006	56,102	- 11.0
11. Men's Clothing	2,469	2,639	+ 6.9	8,901	7,343	- 17.5
12. Men's Furnishings	3,222	3,716	+ 15.3	12,899	10,863	- 15.8
13. Boys' Clothing and Furnishings	2,322	2,528	+ 8.9	7,587	5,919	- 22.0
14. Men's and Boys' Shoes	1,186	1,358	+ 14.5	5,072	4,052	- 20.1
15. Food and Kindred Products	4,735	4,607	- 2.7	4,744	3,841	- 19.0
16. Toiletries, Cosmetics and Drugs	1,581	1,774	+ 12.2	4,650	4,917	+ 5.7
17. Photographic Equipment and Supplies ..	204	228	+ 11.8	882	792	- 10.2
18. Piece Goods	1,904	1,967	+ 3.3	9,459	8,756	- 7.4
19. Linens and Domestic	2,864	3,452	+ 20.5	8,919	7,159	- 19.7
20. Smallwares	1,585	1,693	+ 6.8	5,760	5,663	- 1.7
21. China and Glassware	1,067	1,081	+ 1.3	6,964	7,772	+ 11.6
22. Home Furnishings	4,349	5,121	+ 17.8	22,345	18,416	- 17.6
23. Furniture	4,267	5,550	+ 30.1	13,236	9,511	- 28.1
24. Major Appliances	2,233	3,671	+ 64.4	9,789	6,477	- 33.8
25. Radio and Music	913	1,410	+ 54.4	4,532	3,621	- 20.1
26. Hardware and Housewares	4,168	4,898	+ 17.5	12,256	10,945	- 10.7
27. Jewellery	1,303	1,499	+ 15.0	8,710	6,720	- 22.8
28. Sporting Goods and Luggage	1,808	2,241	+ 23.9	11,219	8,749	- 22.0
29. Stationery, Books and Magazines	1,338	1,474	+ 10.2	3,931	3,798	- 3.4
30. All Other Departments	5,589	6,135	+ 9.8	8,480	7,970	- 6.0

Note. Canada totals do not include Newfoundland figures.

1951 sales and stocks have been revised

January to September 1951 and January to September 1952

Department	SALES		
	Jan. to Sept. 1951	Jan. to Sept. 1952	Change 1952/1951
	\$ '000	\$ '000	%
TOTAL, ALL DEPARTMENTS	598,837	635,228	+ 6.1
1. Women's and Misses' Dresses	22,936	23,603	+ 2.9
2. Women's and Misses' Coats and Suits	18,125	19,088	+ 5.3
3. Women's and Misses' Sportswear	14,836	17,005	+ 14.6
4. Furs	6,773	7,385	+ 9.0
5. Girls' and Infants' Wear	25,929	29,527	+ 13.9
6. Lingerie and Corsets	21,837	24,939	+ 14.2
7. Aprons, Housedresses and Uniforms	4,956	5,384	+ 8.6
8. Millinery	6,347	6,808	+ 7.3
9. Hosiery and Apparel Accessories	22,355	23,242	+ 4.0
10. Women's, Misses' and Children's Shoes	26,507	28,226	+ 6.5
Ladies' Apparel and Accessories.			
Total 1 - 10	170,601	185,207	+ 8.6
11. Men's Clothing	20,548	20,262	- 1.4
12. Men's Furnishings	23,625	25,795	+ 9.2
13. Boys' Clothing and Furnishings	14,920	16,305	+ 9.3
14. Men's and Boys' Shoes	10,343	10,642	+ 2.9
15. Food and Kindred Products	44,739	45,425	+ 1.5
16. Toiletries, Cosmetics and Drugs	14,187	15,591	+ 9.9
17. Photographic Equipment and Supplies ..	1,867	1,988	+ 6.5
18. Piece Goods	17,386	17,141	- 1.4
19. Linens and Domestic Goods	23,279	25,145	+ 8.0
20. Smallwares	12,866	13,626	+ 5.9
21. China and Glassware	8,388	8,541	+ 1.8
22. Home Furnishings	40,584	41,600	+ 2.5
23. Furniture	39,025	43,037	+ 10.3
24. Major Appliances	24,630	28,072	+ 14.0
25. Radio and Music	7,802	8,949	+ 14.7
26. Hardware and Housewares	39,822	40,893	+ 2.7
27. Jewellery	10,943	10,867	- 0.7
28. Sporting Goods and Luggage	16,629	17,954	+ 8.0
29. Stationery, Books and Magazines	8,312	8,898	+ 7.1
30. All Other Departments	48,341	49,290	+ 2.0

Note: Canada totals do not include Newfoundland figures.

63-005



Canada
DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

MERCHANDISING
Publications
Copyright © 1952

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 10

\$2.00 a year

RETAIL TRADE

OCTOBER, 1952

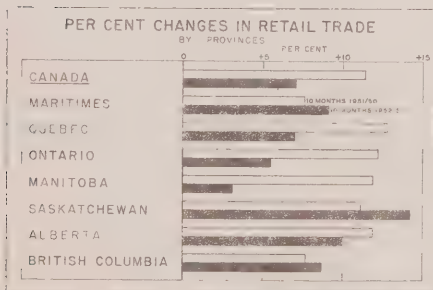


Sales of Canadian retail stores reached an all time high of \$1,006,385,000 in October 1952, 12.0% above October 1951 and 6.4% higher than in September. Cumulative sales for the first 10 months of 1952 were 7.1% ahead of the same period in 1951.

TOTAL RETAIL TRADE IN CANADA

Month	1951 \$'000	1952 \$'000	% Change 1952/1951
First Half	4,980,180	5,265,871	+ 5.7
July	865,789	965,350	+ 11.5
August	897,413	959,159	+ 6.9
September	891,245	946,024	+ 6.1
October	898,635	1,006,385	+ 12.0
TOTAL	8,533,262	9,142,789	+ 7.1

For the fourth consecutive month all sections of the country reported higher sales this year than last with Saskatchewan showing the largest increase (18.0%).



Meat and Country General stores were the only 2 trades of the 20 published in this report to record lower sales in October 1952 than in October 1951. Sales by Grocery and Combination stores rose 9.1%, most of the increase being attributable to

chain food stores. The largest gains were shown by Appliance and Radio dealers (37.8%) and Furniture stores (30.6%). Substantial increases were also reported by Tobacco stores (29.9%), Lumber and Building Material dealers (20.4%), Motor Vehicle dealers (16.7%), Variety stores (15.2%) and all of the clothing trades.

A table showing department store sales and stocks for October 1951 and 1952 is given on page 10. Sales rose 19.8% when compared with October 1951 and reached an estimated \$97,316,000. On the other hand, the value of department store inventories as of October 1 was 12.7% below those held on the same date in 1951. All departments but Food and Kindred Products showed higher sales this October than last.

In the following table are shown sales estimates of chain office-and-store appliance dealers.

Chain Office-and-Store Appliance Dealers' Sales

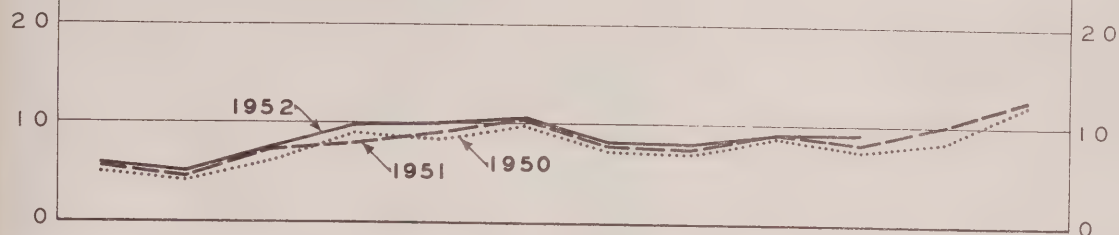
<u>Province</u>	<u>October 1951</u> \$'000	<u>October 1952</u> \$'000	<u>% Change Oct. 1952/51</u>
CANADA	6,011	6,032	+ 0.3
Maritime Provinces	236	282	+ 19.5
Quebec	1,557	1,439	- 7.6
Ontario	2,762	2,797	+ 1.3
Manitoba	393	417	+ 6.1
Saskatchewan	189	231	+ 22.2
Alberta	345	390	+ 13.0
British Columbia	529	476	- 10.0

MONTHLY SALES APPAREL STORES

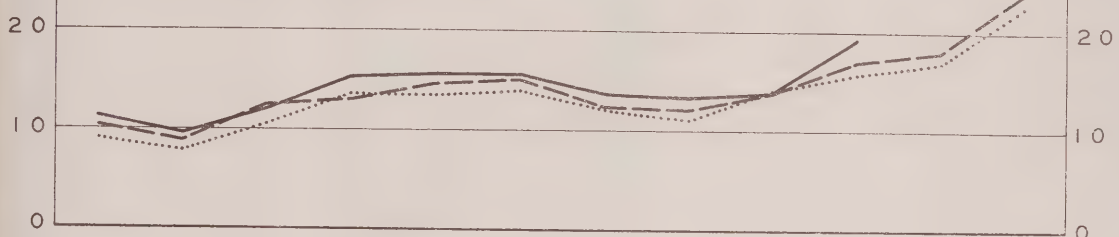
MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0

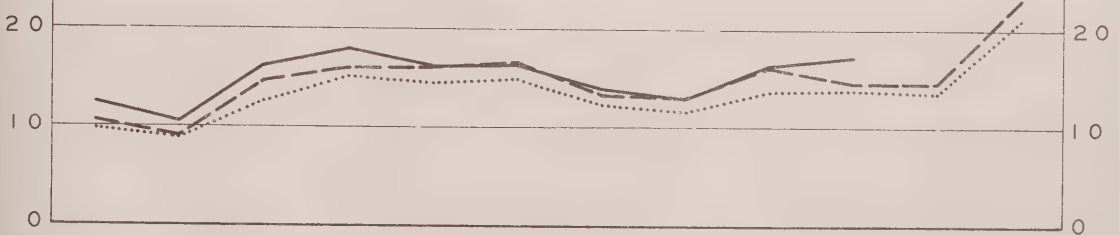
SHOE STORES



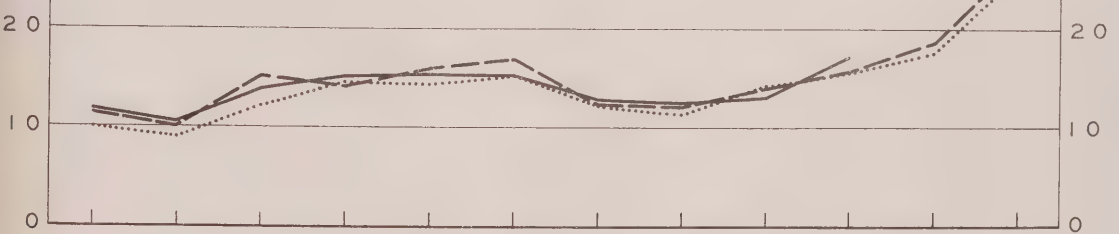
FAMILY CLOTHING STORES



WOMEN'S CLOTHING STORES



MEN'S CLOTHING STORES



J

F

M

A

M

J

J

A

S

O

N

D

Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

OCTOBER, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	1,006,385	176,042	830,343	66,585
2	Grocery and Combination	153,525	62,461	91,064	11,690
3	Meat	17,422	574	16,848	457
4	Country General	49,029	1,553	47,476	5,853
5	Department	97,316	-	97,316	6,944
6	Variety	18,405	15,956	2,449	1,932
7	Motor Vehicle	163,154	2,264	160,890	10,353
8	Garage & Filling Station	53,606	268	53,337	3,061
9	Men's Clothing	17,242	2,145	15,096	1,102
10	Family Clothing	19,462	4,690	14,772	2,018
11	Women's Clothing	17,302	4,007	13,296	1,148
12	Shoe	9,233	3,320	5,913	963
13	Hardware	20,954	(1)	(1)	1,169
14	Lumber & Building Material	41,412	10,634	30,778	799
15	Furniture	16,361	3,441	12,920	812
16	Appliance & Radio	14,586	3,860	10,726	986
17	Restaurant	34,907	2,127	32,779	1,297
18	Coal & Wood	23,477	(1)	(1)	1,362
19	Drug	21,098	2,928	18,170	1,662
20	Jewellery	6,292	2,579	3,713	421
21	Tobacco	9,101	1,380	7,721	258
22	All Others	202,501	50,029	152,471	12,298
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	65,459	8,287	57,172	72,175
24	Grocery & Combination	6,631	2,809	3,823	5,279
25	Meat	781	-	781	744
26	Country General	3,963	(1)	(1)	9,661
27	Department	14,462	-	14,462	5,754
28	Variety	472	471	1	587
29	Motor Vehicle	10,065	(1)	(1)	15,030
30	Garage & Filling Station	2,896	-	2,896	4,932
31	Men's Clothing	743	(1)	(1)	881
32	Family Clothing	765	101	664	2,195
33	Women's Clothing	717	251	466	1,137
34	Shoe	268	66	202	225
35	Hardware	1,245	(1)	(1)	2,362
36	Lumber & Building Material	4,122	1,235	2,887	5,830
37	Furniture	339	-	339	418
38	Appliance & Radio	553	151	402	665
39	Restaurant	2,883	116	2,766	1,849
40	Coal & Wood	1,671	-	1,671	1,317
41	Drug	1,276	(1)	(1)	1,308
42	Jewellery	372	(1)	(1)	250
43	Tobacco	110	(1)	(1)	255
44	All Others	11,125	2,671	8,454	11,496

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

OCTOBER, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
11,205	55,380	232,712	36,654	196,058	383,722	81,042	302,680	1
2,368	9,322	45,272	14,035	31,238	62,442	33,593	28,849	2
(b)	(b)	5,145	-	5,145	6,114	530	5,584	3
260	5,593	10,030	447	9,583	8,663	264	8,399	4
-	6,944	15,545	-	15,545	35,505	-	35,505	5
1,715	218	5,512	4,299	1,214	8,218	7,389	829	6
(1)	(1)	34,528	(1)	(1)	56,150	598	55,552	7
(1)	(1)	12,234	-	12,234	22,007	(1)	(1)	8
(1)	(1)	4,124	283	3,841	7,632	1,621	6,011	9
(1)	(1)	6,653	1,933	4,720	5,425	995	4,430	10
100	1,048	5,029	(b)	(b)	5,688	1,691	3,997	11
(1)	(1)	2,614	933	1,680	3,913	1,827	2,087	12
(1)	(1)	4,826	(1)	(1)	6,721	254	6,467	13
-	799	4,027	(1)	(1)	17,522	(1)	(1)	14
(1)	(1)	4,534	1,512	3,022	7,311	1,265	6,046	15
(b)	(b)	3,461	1,392	2,069	6,779	(b)	(b)	16
(1)	(1)	7,392	561	6,830	13,764	878	12,886	17
-	1,362	5,557	-	5,557	12,432	(1)	(1)	18
143	1,519	4,123	311	3,812	9,069	1,431	7,638	19
(1)	(1)	1,414	495	920	2,582	1,181	1,401	20
(1)	(1)	1,867	420	1,446	5,671	(1)	(1)	21
4,295	8,004	48,825	8,195	40,630	80,114	22,882	57,232	22
Saskatchewan		Alberta			British Columbia			
10,255	61,920	81,519	13,015	68,504	104,218	15,593	88,625	23
(1)	(1)	8,238	(1)	(1)	13,974	5,095	8,878	24
(1)	(1)	1,522	-	1,522	2,659	(1)	(1)	25
(1)	(1)	7,083	(1)	(1)	3,776	(1)	(1)	26
-	5,754	7,250	-	7,250	11,856	-	11,856	27
572	14	882	785	98	803	726	76	28
(1)	(1)	11,134	(1)	(1)	25,894	(1)	(1)	29
-	4,932	4,288	-	4,288	4,186	(1)	(1)	30
(1)	(1)	1,398	(1)	(1)	1,361	(1)	(1)	31
961	1,234	1,012	(1)	(1)	1,394	(1)	(1)	32
239	898	1,444	258	1,186	2,140	597	1,543	33
(1)	(1)	480	143	337	769	149	620	34
(b)	(b)	2,875	(1)	(1)	1,755	(1)	(1)	35
3,532	2,298	5,494	3,185	2,309	3,620	377	3,243	36
(1)	(1)	1,268	-	1,268	1,679	471	1,208	37
(b)	(b)	1,183	(b)	(b)	961	153	808	38
(1)	(1)	3,530	48	3,482	4,194	484	3,710	39
-	1,317	84	(b)	(b)	1,054	-	1,054	40
(1)	(1)	1,466	239	1,227	2,195	618	1,577	41
(1)	(1)	470	242	228	783	300	483	42
(1)	(1)	271	(1)	(1)	669	(1)	(1)	43
2,392	9,104	20,147	3,746	16,401	18,496	5,849	12,647	44

Estimated Retail Trade -- By Provinces and Kinds of Business

OCTOBER, 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	1,006,385	66,585	232,712	383,722	65,459	72,175	81,519	104,218
Grocery & Combination	153,525	11,690	45,272	62,442	6,631	5,279	8,238	13,974
Meat	17,422	(b)	5,145	6,114	781	744	1,522	2,659
Country General	49,029	5,853	10,030	8,663	3,963	9,661	7,083	3,776
Department	97,316	6,944	15,545	35,505	14,462	5,754	7,250	11,856
Variety	18,405	1,932	5,512	8,218	472	587	882	803
Motor Vehicle	163,154	10,353	34,528	56,150	10,065	15,030	11,134	25,894
Garage & Filling Station	53,606	3,061	12,234	22,007	2,896	4,932	4,288	4,186
Men's Clothing	17,242	1,102	4,124	7,632	743	881	1,398	1,361
Family Clothing	19,462	2,018	6,653	5,425	765	2,195	1,012	1,394
Women's Clothing	17,302	1,148	(b)	5,688	717	1,137	1,444	2,140
Shoe	9,233	(b)	2,614	3,913	268	(b)	480	769
Hardware	20,954	1,169	4,826	6,721	1,245	(b)	2,875	1,755
Lumber & Building Material	41,412	799	4,027	17,522	4,122	5,830	5,494	3,620
Furniture	16,361	812	4,534	7,311	339	418	1,268	1,679
Appliance & Radio	14,586	(b)	3,461	(b)	553	(b)	(b)	961
Restaurant	34,907	1,297	7,392	13,764	2,883	1,849	3,530	4,194
Coal & Wood	23,477	1,362	5,557	12,432	1,671	1,317	(b)	1,054
Drug	21,098	1,662	4,123	9,069	1,276	1,308	1,466	2,195
Jewellery	6,292	421	1,414	2,582	372	250	470	783
Tobacco	9,101	258	1,867	5,671	(b)	255	271	669
All Others	202,501	12,298	48,825	80,114	11,125	11,496	20,147	18,496

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

October 1952 Over October 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 12.0	+ 14.0	+ 9.5	+ 12.3	+ 10.9	+ 18.0	+ 13.1	+ 11.2
Grocery & Combination	+ 9.1	+ 8.7	+ 12.5	+ 7.4	+ 5.7	+ 8.2	+ 8.0	+ 9.0
Meat	- 3.4	(b)	+ 0.6	- 3.8	+ 1.7	- 16.8	- 12.1	- 1.9
Country General	- 0.6	+ 0.8	- 5.5	+ 3.3	- 5.7	+ 0.1	+ 1.5	+ 2.0
Department	+ 19.8	+ 25.5	+ 21.6	+ 22.1	+ 15.6	+ 18.1	+ 20.8	+ 13.5
Variety	+ 15.2	+ 17.7	+ 16.5	+ 12.8	+ 13.7	+ 29.9	+ 21.2	+ 10.3
Motor Vehicle	+ 16.7	+ 28.9	+ 0.9	+ 20.0	+ 3.7	+ 29.7	+ 23.2	+ 26.4
Garage & Filling Station	+ 5.3	- 0.2	+ 13.8	+ 1.7	+ 1.7	+ 8.6	+ 11.2	- 0.3
Men's Clothing	+ 10.7	+ 6.9	+ 25.2	+ 6.4	+ 6.9	+ 31.3	+ 16.2	- 10.3
Family Clothing	+ 14.3	+ 15.7	+ 24.8	+ 13.5	+ 20.3	+ 8.0	+ 5.6	- 10.1
Women's Clothing	+ 19.7	+ 23.0	(b)	+ 13.9	+ 48.4	+ 41.2	+ 22.6	+ 10.4
Shoe	+ 14.2	(b)	+ 17.1	+ 7.9	+ 13.6	(b)	+ 16.2	+ 8.8
Hardware	+ 9.8	+ 13.6	+ 5.3	+ 3.6	+ 19.1	(b)	+ 5.7	+ 8.3
Lumber & Building Material	+ 20.4	+ 11.0	+ 4.1	+ 11.4	+ 15.5	+ 80.5	+ 38.1	+ 9.9
Furniture	+ 30.6	+ 38.6	+ 17.2	+ 32.3	+ 48.7	+ 41.2	+ 73.9	+ 29.3
Appliance and Radio	+ 37.8	(b)	+ 21.7	(b)	+ 57.1	(b)	(b)	+ 37.7
Restaurant	+ 4.8	+ 3.3	+ 6.5	+ 0.7	+ 3.5	+ 23.2	+ 14.3	+ 2.7
Coal & Wood	+ 12.5	+ 18.1	+ 8.3	+ 14.0	+ 8.5	+ 15.2	(b)	+ 19.1
Drug	+ 7.5	+ 5.3	+ 6.7	+ 4.3	+ 8.5	+ 20.9	+ 14.8	+ 12.5
Jewellery	+ 5.0	- 3.2	- 1.0	+ 4.1	+ 15.9	+ 47.9	+ 16.6	+ 4.0
Tobacco	+ 29.9	+ 1.2	+ 9.6	+ 30.9	(b)	+ 12.3	- 4.6	- 4.0
All Others	+ 10.4	+ 11.5	+ 8.6	+ 13.2	+ 21.9	+ 5.3	+ 6.5	+ 4.9

(b) Not available.

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to October 1952 Over January to October 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 7.1	+ 9.1	+ 7.0	+ 5.5	+ 3.1	+ 14.2	+ 10.0	+ 8.7
Grocery & Combination	+ 8.8	+ 8.8	+ 9.8	+ 7.7	+ 6.7	+ 12.0	+ 9.2	+ 10.9
Meat	- 3.5	+ 1.2	- 4.9	- 4.1	+ 6.9	- 8.6	- 2.6	- 2.2
Country General	+ 3.3	+ 3.4	+ 0.4	+ 1.8	+ 0.4	+ 5.5	+ 5.7	+ 9.2
Department	+ 7.7	+ 16.0	+ 6.0	+ 7.7	+ 2.0	+ 9.0	+ 9.6	+ 10.7
Variety	+ 8.4	+ 13.4	+ 8.9	+ 6.3	+ 7.6	+ 20.7	+ 11.9	+ 5.7
Motor Vehicle	+ 7.3	+ 6.9	+ 5.3	+ 4.8	- 0.9	+ 19.8	+ 8.6	+ 14.0
Garage & Filling Station	+ 5.8	+ 2.5	+ 8.0	+ 3.9	+ 0.7	(b)	+ 17.4	+ 3.9
Men's Clothing	+ 0.6	+ 4.3	+ 5.5	- 4.3	- 2.2	+ 13.4	+ 15.4	- 3.3
Family Clothing	+ 8.2	+ 8.7	+ 15.0	+ 1.8	+ 6.0	+ 18.4	+ 8.8	+ 0.4
Women's Clothing	+ 7.9	+ 11.7	+ 8.0	+ 2.9	+ 18.6	+ 25.3	+ 18.0	+ 3.4
Shoe	+ 7.8	+ 16.8	+ 6.0	+ 6.4	+ 3.8	(b)	+ 17.5	+ 4.9
Hardware	+ 1.8	+ 6.2	- 2.7	- 0.4	+ 3.2	(b)	+ 2.9	+ 1.1
Lumber & Building Material	+ 2.4	- 1.8	- 6.7	- 1.8	- 1.3	+ 28.3	+ 12.8	+ 0.6
Furniture	+ 17.9	+ 34.4	+ 14.7	+ 14.6	+ 9.9	+ 11.3	+ 37.0	+ 27.3
Appliance and Radio	+ 9.9	+ 19.3	- 7.4	+ 10.8	+ 16.6	(b)	(b)	+ 13.8
Restaurant	+ 4.5	+ 9.4	+ 5.7	+ 1.1	+ 2.3	+ 15.8	+ 11.2	+ 4.4
Coal & Wood	+ 6.7	+ 15.1	+ 9.3	+ 4.8	- 2.2	+ 8.5	(b)	+ 18.3
Drug	+ 7.2	+ 5.7	+ 7.6	+ 5.0	+ 4.0	+ 18.3	+ 14.0	+ 9.4
Jewellery	+ 3.3	+ 9.0	- 0.7	- 0.2	+ 11.1	+ 23.0	+ 7.8	+ 8.7
Tobacco	+ 14.2	+ 6.6	+ 5.6	+ 19.4	(b)	+ 14.5	+ 3.8	+ 4.3
All Others	+ 8.8	+ 11.4	+ 10.8	+ 7.4	+ 8.6	+ 12.6	+ 9.6	+ 5.1

(b) Not available.

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

October 1952 Over September 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 6.4	+ 3.3	+ 4.3	+ 9.4	+ 9.2	+ 13.3	+ 3.2	- 0.8
Grocery & Combination	+ 5.2	+ 1.4	+ 9.2	+ 4.6	+ 4.2	- 1.7	+ 2.9	+ 3.3
Meat	+ 7.6	(b)	+ 2.4	+ 14.9	+ 5.5	- 4.1	+14.6	+ 7.5
Country General	+ 5.1	+ 3.7	+ 1.2	+ 0.8	+ 8.7	+ 12.2	+ 7.4	+ 3.5
Department	+ 15.4	+ 14.6	+ 9.2	+ 15.0	+ 25.3	+ 38.6	+20.4	+ 3.4
Variety	+ 16.4	+ 9.2	+ 16.1	+ 17.3	+ 20.7	+ 32.5	+24.8	+ 7.6
Motor Vehicle	+ 1.0	+ 9.1	- 8.8	+ 5.2	+ 4.4	+ 14.0	+ 2.8	- 4.7
Garage & Filling Station	+ 2.6	- 18.4	+ 4.5	+ 7.6	(b)	- 1.1	+ 8.3	- 1.1
Men's Clothing	+ 31.2	+ 17.7	+ 35.8	+ 30.6	+ 27.9	+ 77.3	+47.9	+ 4.6
Family Clothing	+ 40.2	+ 28.6	+ 52.6	+ 34.6	+ 25.6	+ 97.4	+29.7	- 2.1
Women's Clothing	+ 6.2	+ 8.2	(b)	+ 17.0	(b)	+ 60.8	+16.2	+ 9.1
Shoe	(a)	(b)	+ 3.5	- 8.2	+ 3.9	(b)	+18.8	+ 8.2
Hardware	+ 5.9	- 3.9	+ 5.9	+ 16.7	+ 5.0	(b)	- 5.6	- 12.5
Lumber & Building Material ...	+ 4.7	- 11.3	+ 6.0	+ 4.8	+ 4.6	+ 12.8	+ 1.0	+ 1.6
Furniture	+ 0.7	+ 15.2	- 9.0	+ 0.3	(b)	(b)	+14.9	+ 4.9
Appliance and Radio	+ 6.9	(b)	+ 7.4	(b)	(b)	(b)	(b)	- 12.0
Restaurant	+ 7.6	- 12.4	+ 17.8	+ 3.6	(b)	+ 2.9	+ 5.2	(b)
Coal & Wood	+ 27.9	+ 19.6	+ 28.2	+ 33.8	+ 37.4	+ 31.6	(b)	- 20.9
Drug	+ 6.5	+ 7.5	+ 5.8	+ 4.8	+ 7.1	+ 14.8	+ 1.8	+ 12.8
Jewellery	- 1.9	- 14.1	- 10.0	+ 6.0	- 9.9	+ 26.9	+17.2	- 13.5
Tobacco	+ 12.5	- 3.0	- 8.1	+ 10.3	(b)	+ 4.1	-13.4	- 3.0
All Others	+ 3.5	- 3.3	+ 2.0	+ 12.4	+ 0.9	+ 1.3	- 8.6	- 4.7

(a) Unchanged (b) Not available

Department Store Sales and Stocks
October 1951 and October 1952

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES *			STOCKS *		
	Oct. 1951	Oct. 1952	Change 1952/51	Sept. 30 1951	Sept. 30 1952	Change 1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	81,225	97,316	+ 19.8	235,316	205,446	- 12.7
1. Women's and Misses' Dresses	2,424	2,559	+ 5.6	4,034	4,289	+ 6.3
2. Women's and Misses' Coats and Suits	3,450	4,532	+ 31.4	5,166	5,081	- 1.6
3. Women's and Misses' Sportswear	1,907	2,404	+ 26.1	4,906	4,813	- 1.9
4. Furs	1,618	2,537	+ 56.8	6,774	6,230	- 8.0
5. Girls' and Infants' Wear	5,833	7,099	+ 21.7	10,645	8,711	- 18.2
6. Lingerie and Corsets	2,998	3,625	+ 20.9	7,548	7,811	+ 3.5
7. Aprons, Housedresses and Uniforms ...	407	494	+ 21.4	891	940	+ 5.5
8. Millinery	974	1,176	+ 20.7	1,148	1,111	- 3.2
9. Hosiery and Apparel Accessories	3,501	3,949	+ 12.8	8,957	8,085	- 9.7
10. Women's, Misses' and Children's Shoes	3,845	4,332	+ 12.7	12,378	11,688	- 5.6
Ladies' Apparel and Accessories.						
Total 1 - 10	26,957	32,707	+ 21.3	62,447	58,759	- 5.9
11. Men's Clothing	2,968	3,728	+ 25.6	9,377	7,576	- 19.2
12. Men's Furnishings	4,594	5,396	+ 17.5	13,890	11,730	- 15.6
13. Boys' Clothing and Furnishings	3,055	3,655	+ 19.6	8,174	6,207	- 24.1
14. Men's and Boys' Shoes	1,487	1,662	+ 11.8	5,304	4,344	- 18.1
15. Food and Kindred Products	5,301	5,066	- 4.4	4,429	3,879	- 12.4
16. Toiletries, Cosmetics and Drugs	1,654	1,921	+ 16.1	4,627	4,831	+ 4.4
17. Photographic Equipment and Supplies ..	185	207	+ 11.9	918	852	- 7.2
18. Piece Goods	2,070	2,150	+ 3.9	9,181	8,248	- 10.2
19. Linens and Domestic Textiles	3,010	3,500	+ 16.3	8,657	7,122	- 17.7
20. Smallwares	1,728	1,928	+ 11.6	5,949	5,737	- 3.6
21. China and Glassware	992	1,071	+ 8.0	7,136	7,550	+ 5.8
22. Home Furnishings	4,697	5,661	+ 20.5	22,108	18,187	- 17.7
23. Furniture	4,107	5,455	+ 32.8	12,866	9,816	- 23.7
24. Major Appliances	2,119	3,163	+ 49.3	8,785	6,253	- 28.8
25. Radio and Music	939	1,596	+ 70.0	4,830	3,674	- 23.9
26. Hardware and Housewares	4,085	4,860	+ 19.0	12,126	10,418	- 14.1
27. Jewellery	1,324	1,624	+ 22.7	8,758	6,948	- 20.7
28. Sporting Goods and Luggage	2,090	2,610	+ 24.9	12,443	10,426	- 16.2
29. Stationery, Books and Magazines	1,107	1,276	+ 15.3	3,899	3,945	+ 1.2
30. All Other Departments	6,756	8,080	+ 19.6	9,412	8,944	- 5.0

Note. Canada totals do not include Newfoundland figures.

*1951 sales and stocks have been revised



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 11

\$2.00 a year

RETAIL TRADE

NOVEMBER, 1952

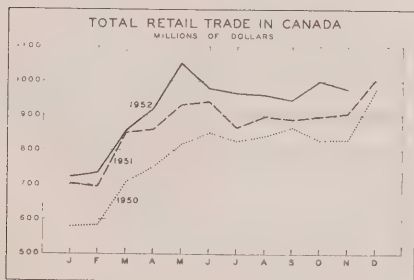


Canada's retail stores had estimated dollar sales of \$976,956,000 in November 1952, 7.8% above retail sales in November 1951 but 2.9% below October. Sales to the end of November totalled \$10,119,745,000, 7.2% above sales in the corresponding period of 1951.

TOTAL RETAIL TRADE IN CANADA

<u>Month</u>	<u>1951</u> \$'000	<u>1952</u> \$'000	<u>% Change</u> 1952/1951
Jan. to Sept.	7,634,627	8,136,404	+ 6.6
October	898,635	1,006,385	+ 12.0
November	906,065	976,956	+ 7.8
TOTAL	9,439,327	10,119,745	+ 7.2

All sections of the country reported higher sales this year than last for November and the cumulative 11 month period. Alberta reported the largest increase in November (25.7%) and Saskatchewan showed the largest sales gain for the 11 month period (14.7%).



Fifteen of the 20 trades recorded in this bulletin showed increased dollar sales in November 1952 when compared with November 1951. The largest gain was reported by Appliance and Radiodealers (36.1%); other large increases were experienced by Motor Vehicle dealers

UNIVERSITY OF

(20.1%), Furniture Stores (25.0%), and Lumber and Building Material dealers (17.4%).

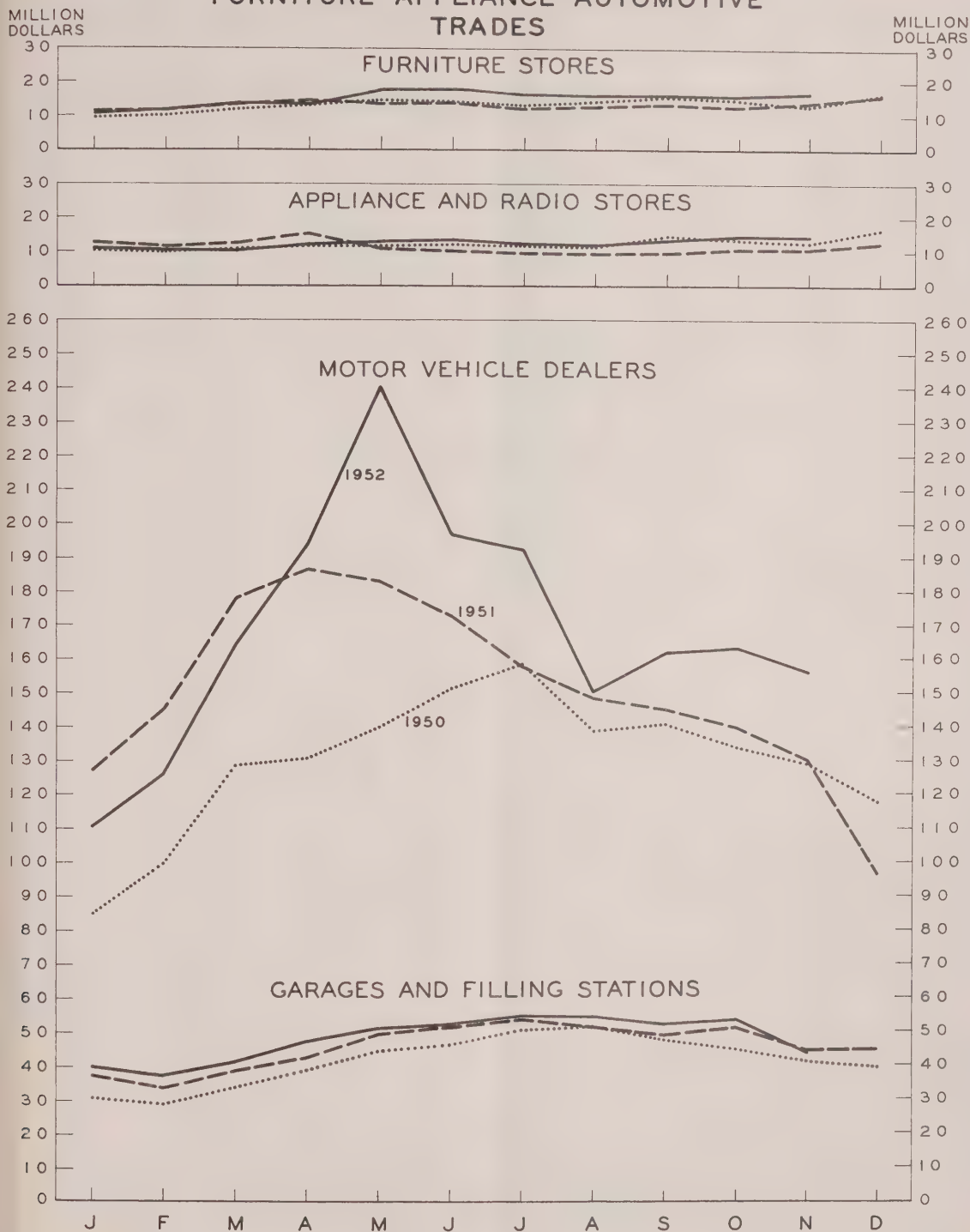
Department store sales amounted to \$108,045,000 in November 1952 a gain of 6.1% over the previous year and 11.0% above October. Twenty-three of the 30 departmental break-downs published reported higher sales this year than last. Major gains were recorded by Radio and Music (54.1%) and Major Appliances (44.7%) departments. The value of department store inventories as of October 31, totalled \$223,465,000, 7.4% below those held on October 31, 1951.

In the following table are shown sales estimates of chain office-and-store appliance dealers.

Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>November 1951</u> \$'000	<u>November 1952</u> \$'000	<u>% Change Nov. 1952/51</u>
CANADA	5,218	5,977	+ 14.5
Maritime Provinces	208	227	+ 9.1
Quebec	1,194	1,339	+ 12.1
Ontario	2,665	2,939	+ 10.3
Manitoba	341	377	+ 10.6
Saskatchewan	110	185	+ 68.2
Alberta	271	377	+ 39.1
British Columbia	429	533	+ 24.2

MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES



Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

November, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES.....	976,956	172,162	804,794	65,502
2	Grocery and Combination.....	151,184	61,984	89,200	11,666
3	Meat.....	16,259	561	15,698	470
4	Country General.....	45,691	1,436	44,256	5,757
5	Department.....	108,045	-	108,045	7,704
6	Variety.....	18,663	16,247	2,416	2,074
7	Motor Vehicle.....	156,432	2,261	154,170	8,438
8	Garage & Filling Station.....	43,929	234	43,694	2,702
9	Men's Clothing.....	19,414	2,231	17,182	1,017
10	Family Clothing.....	18,671	4,485	14,186	2,056
11	Women's Clothing.....	15,870	4,096	11,773	1,229
12	Shoe.....	9,348	3,558	5,790	691
13	Hardware.....	18,848	(1)	(1)	1,182
14	Lumber & Building Material.....	34,358	9,458	24,900	714
15	Furniture.....	17,270	3,789	13,481	970
16	Appliance & Radio.....	14,508	3,072	11,435	1,064
17	Restaurant.....	31,441	1,999	29,442	1,189
18	Coal & Wood.....	18,020	(1)	(1)	1,703
19	Drug.....	19,286	2,625	16,661	1,518
20	Jewellery.....	7,083	2,802	4,281	570
21	Tobacco.....	10,099	1,394	8,705	241
22	All Others.....	202,537	48,375	154,163	12,547
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	64,199	7,886	56,313	64,932
24	Grocery & Combination.....	6,474	2,845	3,630	5,684
25	Meat.....	632	-	632	822
26	Country General.....	3,862	(1)	(1)	7,842
27	Department.....	16,190	-	16,190	5,601
28	Variety.....	501	501	1	643
29	Motor Vehicle.....	9,324	(1)	(1)	10,862
30	Garage & Filling Station.....	3,069	-	3,069	3,132
31	Men's Clothing.....	1,191	(1)	(1)	4,174
32	Family Clothing.....	827	103	725	1,786
33	Women's Clothing.....	(b)	(b)	(b)	930
34	Shoe.....	264	74	189	(b)
35	Hardware.....	1,120	(1)	(1)	1,655
36	Lumber & Building Material.....	3,075	975	2,100	4,184
37	Furniture.....	400	-	400	411
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	2,312	112	2,200	1,773
40	Coal & Wood.....	1,384	-	1,384	1,100
41	Drug.....	1,171	(1)	(1)	1,159
42	Jewellery.....	471	(1)	(1)	(b)
43	Tobacco.....	(b)	(1)	(1)	264
44	All Others.....	10,673	2,496	8,177	11,406

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

5

November, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
10,970	54,532	229,626	34,286	195,340	359,184	79,265	279,919	1
2,304	9,362	41,978	12,915	29,063	62,924	34,148	28,776	2
-	470	4,212	-	4,212	6,016	514	5,502	3
247	5,510	9,206	410	8,796	7,990	244	7,746	4
-	7,704	16,605	-	16,605	39,601	-	39,601	5
1,840	234	5,055	3,942	1,113	8,490	7,634	857	6
(1)	(1)	37,190	(1)	(1)	56,242	599	55,642	7
(1)	(1)	10,578	-	10,578	17,083	(1)	(1)	8
(1)	(1)	866	18	848	1,735	76	1,659	9
(1)	(1)	5,861	1,841	4,020	5,376	968	4,408	10
105	1,124	4,077	768	3,310	5,309	1,886	3,423	11
(1)	(1)	2,564	948	1,616	4,310	2,040	2,270	12
(1)	(1)	4,045	(1)	(1)	5,841	228	5,613	13
-	714	3,507	(1)	(1)	14,190	(1)	(1)	14
(1)	(1)	4,495	1,761	2,734	7,737	1,340	6,397	15
61	1,003	3,189	1,159	2,030	(b)	(b)	(b)	16
(1)	(1)	6,778	527	6,251	12,336	837	11,499	17
-	1,703	4,616	-	4,616	7,982	(1)	(1)	18
138	1,380	3,922	311	3,611	8,257	1,342	6,915	19
(1)	(1)	1,395	567	828	2,929	1,224	1,706	20
(1)	(1)	1,901	422	1,479	(b)	(1)	(1)	21
4,126	8,422	57,586	7,829	49,758	72,210	22,256	49,954	22
Saskatchewan		Alberta			British Columbia			
9,367	55,565	89,771	14,914	74,857	103,748	15,486	88,262	23
(1)	(1)	8,257	(1)	(1)	14,201	5,130	9,071	24
(1)	(1)	1,524	-	1,524	2,584	(1)	(1)	25
(1)	(1)	6,708	(1)	(1)	4,327	(1)	(1)	26
-	5,601	8,020	-	8,020	14,324	-	14,324	27
628	16	1,011	899	112	889	805	85	28
(1)	(1)	10,946	(1)	(1)	23,432	(1)	(1)	29
-	3,132	(b)	(b)	(b)	4,260	(1)	(1)	30
(1)	(1)	8,891	(1)	(1)	1,540	(1)	(1)	31
775	1,011	1,124	(1)	(1)	1,641	(1)	(1)	32
225	705	1,408	243	1,165	2,320	637	1,683	33
(1)	(1)	543	156	387	701	141	560	34
-	1,655	3,213	(1)	(1)	1,791	(1)	(1)	35
2,711	1,473	5,571	3,616	1,955	3,118	306	2,812	36
(1)	(1)	1,624	-	1,624	1,634	544	1,090	37
(b)	(b)	(b)	(b)	(b)	1,049	129	921	38
(1)	(1)	3,516	41	3,475	3,538	447	3,091	39
-	1,100	(b)	(b)	(b)	1,177	-	1,177	40
(1)	(1)	1,330	182	1,148	1,930	524	1,406	41
(1)	(1)	472	262	209	868	336	532	42
(1)	(1)	273	(1)	(1)	667	(1)	(1)	43
2,305	9,101	20,357	3,723	16,635	17,757	5,641	12,116	44

Estimated Retail Trade — By Provinces and Kinds of Business

November, 1952

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	976,956	65,502	229,626	359,184	64,199	64,932	89,771	103,748
Grocery & Combination	151,184	11,666	41,978	62,924	6,474	5,684	8,257	14,201
Meat	16,259	470	4,212	6,016	632	822	1,524	2,584
Country General	45,691	5,757	9,206	7,990	3,862	7,842	6,708	4,327
Department	108,045	7,704	16,605	39,601	16,190	5,601	8,020	14,324
Variety	18,663	2,074	5,055	8,490	501	643	1,011	889
Motor Vehicle	156,432	8,438	37,190	56,242	9,324	10,862	10,946	23,432
Garage & Filling Station	43,929	2,702	10,578	17,083	3,069	3,132	(b)	4,260
Men's Clothing	19,414	1,017	866	1,735	1,191	4,174	8,891	1,540
Family Clothing	18,671	2,056	5,861	5,376	827	1,786	1,124	1,641
Women's Clothing	15,870	1,229	4,077	5,309	(b)	930	1,408	2,320
Shoe	9,348	691	2,564	4,310	264	(b)	543	701
Hardware	18,848	1,182	4,045	5,841	1,120	1,655	3,213	1,791
Lumber & Building Material	34,358	714	3,507	14,190	3,075	4,184	5,571	3,118
Furniture	17,270	970	4,495	7,737	400	411	1,624	1,634
Appliance & Radio	14,508	1,064	3,189	(b)	(b)	(b)	(b)	1,049
Restaurant	31,441	1,189	6,778	12,336	2,312	1,773	3,516	3,538
Coal & Wood	18,020	1,703	4,616	7,982	1,384	1,100	(b)	1,177
Drug	19,286	1,518	3,922	8,257	1,171	1,159	1,330	1,930
Jewellery	7,083	570	1,395	2,929	471	(b)	472	868
Tobacco	10,099	241	1,901	(b)	(b)	264	273	667
All Others	202,537	12,547	57,586	72,210	10,673	11,406	20,357	17,757

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

November 1952 Over November 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 7.8	+ 10.0	+ 4.0	+ 5.2	+ 3.2	+ 19.5	+ 25.7	+ 7.8
Grocery & Combination	+ 3.6	+ 7.0	+ 1.2	+ 4.1	+ 5.3	+ 4.7	+ 4.8	+ 4.1
Meat	- 6.2	- 0.2	- 13.8	- 0.1	- 14.1	+ 2.4	- 9.9	- 5.3
Country General	- 2.7	+ 1.2	- 11.9	- 5.2	- 5.4	+ 2.7	+ 2.3	+ 5.6
Department	+ 6.1	+ 13.4	+ 2.4	+ 2.8	+ 2.6	+ 7.8	+ 17.8	+ 14.0
Variety	+ 7.5	+ 18.5	+ 5.2	+ 4.2	+ 7.3	+ 16.1	+ 21.1	+ 9.6
Motor Vehicle	+ 20.1	+ 22.8	+ 20.9	+ 31.4	- 4.1	+ 4.6	+ 21.4	+ 13.2
Garage & Filling Station	- 0.8	- 6.6	+ 0.4	- 8.9	+ 7.8	+ 9.1	(b)	+ 7.3
Men's Clothing	+ 4.1	+ 3.8	+ 0.1	+ 2.8	- 4.1	+ 12.3	+ 39.7	- 3.9
Family Clothing	+ 4.1	+ 1.8	+ 9.3	- 2.6	- 0.4	- 0.7	+ 26.2	+ 8.5
Women's Clothing	+ 9.8	+ 11.9	+ 8.3	+ 4.5	(b)	+ 16.4	+ 23.2	+ 15.9
Shoe	- 5.6	- 8.2	- 13.3	- 8.3	+ 13.3	(b)	+ 39.9	+ 7.7
Hardware	+ 8.7	+ 11.6	- 2.0	+ 5.1	+ 4.9	+ 24.8	+ 25.7	+ 8.9
Lumber & Building Material	+ 17.4	+ 12.4	+ 12.4	+ 9.7	+ 5.5	+ 55.1	+ 43.3	+ 1.1
Furniture	+ 25.0	+ 55.9	+ 5.4	+ 33.7	+ 34.7	+ 12.6	+ 50.8	+ 15.9
Appliance and Radio	+ 36.1	+ 38.0	+ 28.5	(b)	(b)	(b)	(b)	+ 42.9
Restaurant	+ 6.2	- 3.2	- 0.2	+ 10.1	- 5.5	+ 16.0	+ 13.6	+ 6.5
Coal & Wood	- 18.0	+ 22.3	- 17.4	- 26.2	- 16.8	- 10.4	(b)	+ 5.4
Drug	+ 3.9	+ 3.3	+ 2.1	+ 2.6	+ 3.5	+ 16.2	+ 7.3	+ 4.8
Jewellery	+ 6.1	+ 6.5	- 7.9	+ 10.7	+ 16.3	(b)	+ 10.3	- 0.2
Tobacco	+ 30.6	- 10.7	+ 15.3	(b)	(b)	+ 13.3	- 1.8	- 3.2
All Others	+ 9.2	+ 12.1	+ 10.8	+ 5.4	+ 15.1	+ 28.0	+ 10.9	+ 3.0

b) Not available

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to November 1952 Over January to November 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	+ 7.2	+ 9.1	+ 6.7	+ 5.4	+ 3.1	+ 14.7	+ 11.5	+ 8.6
Grocery & Combination	+ 8.3	+ 8.6	+ 8.9	+ 7.3	+ 6.6	+ 11.2	+ 8.7	+ 10.3
Meat	- 3.8	+ 1.1	- 5.7	- 3.7	+ 4.7	- 7.6	- 3.4	- 2.5
Country General	+ 2.7	+ 3.2	- 0.8	+ 1.1	- 0.2	+ 5.2	+ 5.3	+ 8.8
Department	+ 7.5	+ 15.7	+ 5.5	+ 7.1	+ 2.1	+ 8.9	+ 10.6	+ 11.1
Variety	+ 8.3	+ 14.0	+ 8.5	+ 6.1	+ 7.5	+ 20.1	+ 12.9	+ 6.1
Motor Vehicle	+ 8.2	+ 8.0	+ 6.5	+ 6.7	- 1.2	+ 18.5	+ 9.7	+ 13.9
Garage & Filling Station	+ 5.2	+ 1.8	+ 7.2	+ 2.8	+ 1.5	+ 7.3	+ 18.1	+ 4.2
Men's Clothing	+ 1.0	+ 4.3	+ 4.8	- 3.4	- 2.5	+ 13.2	+ 18.3	- 3.4
Family Clothing	+ 7.7	+ 7.8	+ 14.4	+ 1.3	+ 5.1	+ 15.3	+ 10.8	+ 1.2
Women's Clothing	+ 8.1	+ 11.7	+ 8.0	+ 3.0	+ 17.0	+ 24.3	+ 18.5	+ 4.6
Shoe	+ 6.3	+ 14.3	+ 3.9	+ 4.6	+ 4.7	(b)	+ 19.9	+ 5.1
Hardware	+ 2.5	+ 6.7	- 2.7	+ 0.1	+ 3.3	+ 22.7	+ 5.0	+ 1.8
Lumber & Building Material	+ 3.7	- 0.4	- 5.1	- 0.8	- 0.8	+ 30.7	+ 15.6	+ 0.7
Furniture	+ 18.6	+ 36.5	+ 13.8	+ 16.4	+ 12.2	+ 11.5	+ 38.8	+ 26.1
Appliance and Radio	+ 12.2	+ 21.2	- 4.7	+ 12.7	+ 17.4	(b)	(b)	+ 16.2
Restaurant	+ 4.7	+ 8.3	+ 5.1	+ 1.9	+ 1.5	+ 15.8	+ 11.5	+ 4.5
Coal & Wood	+ 3.6	+ 16.0	+ 6.0	+ 1.2	- 4.2	+ 5.8	(b)	+ 16.5
Drug	+ 6.9	+ 5.5	+ 7.1	+ 4.7	+ 4.0	+ 18.1	+ 13.3	+ 9.0
Jewellery	+ 3.6	+ 8.7	- 1.4	+ 1.0	+ 11.7	+ 25.4	+ 8.1	+ 7.7
Tobacco	+ 15.8	+ 5.0	+ 6.5	+ 22.4	(b)	+ 14.4	+ 3.2	+ 3.6
All Others	+ 8.8	+ 11.4	+ 10.8	+ 7.2	+ 9.3	+ 13.8	+ 9.7	+ 4.9

(b) Not available

(Without Adjustment for Price Changes)

November 1952 Over October 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES...	- 2.9	- 1.6	- 1.3	- 6.4	- 1.9	- 10.0	+ 10.1	- 0.5
Grocery & Combination	- 1.5	- 0.2	- 7.3	+ 0.8	- 2.4	+ 7.7	+ 0.2	+ 1.6
Meat	- 6.7	(b)	- 18.1	- 1.6	- 19.1	+ 10.5	+ 0.1	- 2.8
Country General	- 6.8	- 1.6	- 8.2	- 7.8	- 2.5	- 18.8	- 5.3	+ 14.6
Department	+ 11.0	+ 11.0	+ 6.8	+ 11.5	+ 11.9	- 2.7	+ 10.6	+ 20.8
Variety	+ 1.4	+ 7.3	- 8.3	+ 3.3	+ 6.1	+ 9.5	+ 14.6	+ 10.7
Motor Vehicle	- 4.1	- 18.5	+ 7.7	+ 0.2	- 7.4	- 27.7	- 1.7	- 9.5
Garage & Filling Station	- 18.1	- 11.7	- 13.5	- 22.4	+ 6.0	- 36.5	(b)	+ 1.8
Men's Clothing	+ 12.6	+ 8.1	+ 1.2	+ 16.5	+ 36.9	- 1.7	+ 24.1	+ 13.2
Family Clothing	- 4.1	+ 1.9	- 11.9	- 0.9	+ 8.1	- 18.6	+ 11.1	+ 17.7
Women's Clothing	- 8.3	+ 7.1	(b)	- 6.7	(b)	- 18.2	- 2.5	+ 8.4
Shoe	+ 1.2	(b)	- 1.9	+ 10.1	- 1.5	(b)	+ 13.1	- 8.8
Hardware	- 10.1	+ 1.1	- 16.2	- 13.1	- 10.0	(b)	+ 11.8	+ 2.1
Lumber & Building Material	- 17.0	- 10.6	- 12.9	- 19.0	- 25.4	- 28.2	+ 1.4	- 13.9
Furniture	+ 5.6	+ 19.5	- 0.9	+ 5.8	+ 18.0	- 1.7	+ 28.1	- 2.7
Appliance and Radio	- 0.5	(b)	- 7.9	(b)	(b)	(b)	(b)	+ 9.2
Restaurant	- 9.9	- 8.3	- 8.3	- 10.4	- 19.8	- 4.1	- 0.4	- 15.6
Coal & Wood	- 23.2	+ 25.0	- 16.9	- 35.8	- 17.2	- 16.5	(b)	+ 11.7
Drug	- 8.6	- 8.7	- 4.9	- 9.0	- 8.2	- 11.4	- 9.3	- 12.1
Jewellery	+ 12.6	+ 35.4	- 1.3	+ 13.4	+ 26.6	(b)	+ 0.4	+ 10.9
Tobacco	+ 2.0	- 6.6	+ 1.8	(b)	(b)	+ 3.5	+ 0.7	- 0.3
All Others	(a)	+ 2.0	+ 17.9	- 9.9	- 4.1	- 0.8	+ 1.0	- 4.0

(a) Unchanged (b) Not available

Department Store Sales and Stocks

November 1951 and November 1952

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES *			STOCKS*		
	Nov.	Nov.	Change	Oct. 31	Oct. 31	Change
	1951	1952	1952/51	1951	1952	1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	101,881	108,045	+ 6.1	241,269	223,465	- 7.4
1. Women's and Misses' Dresses.....	2,504	2,488	- 0.6	4,211	4,981	+ 18.3
2. Women's and Misses' Coats and Suits	2,608	2,993	+ 14.8	4,092	3,890	- 4.9
3. Women's and Misses' Sportswear.....	2,151	2,387	+ 11.0	5,069	5,183	+ 2.2
4. Furs	2,820	3,242	+ 15.0	6,128	6,080	- 0.8
5. Girls' and Infants' Wear	5,704	6,109	+ 7.1	9,753	8,346	- 14.4
6. Lingerie and Corsets	3,837	4,068	+ 6.0	8,245	8,885	+ 7.8
7. Aprons, Housedresses and Uniforms....	518	545	+ 5.2	924	1,177	+ 27.4
8. Millinery	923	972	+ 5.3	1,169	1,192	+ 2.0
9. Hosiery and Apparel Accessories	4,696	4,702	+ 0.1	9,785	9,187	- 6.1
10. Women's, Misses' and Children's Shoes	4,843	4,649	- 4.0	12,942	12,361	- 4.5
Ladies' Apparel and Accessories.						
Total 1 - 10	30,604	32,155	+ 5.1	62,318	61,282	- 1.7
11. Men's Clothing	3,726	3,798	+ 1.9	10,076	7,671	- 23.9
12. Men's Furnishings	6,513	6,586	+ 1.1	14,221	12,488	- 12.2
13. Boys' Clothing and Furnishings	3,367	3,375	+ 0.2	7,816	5,870	- 24.9
14. Men's and Boys' Shoes	2,162	2,004	- 7.3	5,476	4,879	- 10.9
15. Food and Kindred Products.....	6,611	6,219	- 5.9	4,882	3,882	- 20.5
16. Toiletries, Cosmetics and Drugs	2,276	2,399	+ 5.4	5,464	5,829	+ 6.7
17. Photographic Equipment and Supplies..	285	329	+ 15.4	948	1,051	+ 10.9
18. Piece Goods	2,136	2,085	- 2.4	8,828	8,287	- 6.1
19. Linens and Domestics	3,321	3,412	+ 2.7	8,736	8,084	- 7.5
20. Smallwares	2,208	2,164	- 2.0	6,185	6,071	- 1.8
21. China and Glassware	1,234	1,382	+ 12.0	7,394	7,702	+ 4.2
22. Home Furnishings	5,239	6,036	+ 15.2	21,393	19,477	- 9.0
23. Furniture	4,374	5,422	+ 24.0	13,041	10,941	- 16.1
24. Major Appliances	2,394	3,465	+ 44.7	8,604	7,302	- 15.1
25. Radio and Music	1,520	2,342	+ 54.1	5,151	4,385	- 14.9
26. Hardware and Housewares	4,515	4,896	+ 8.4	12,522	11,817	- 5.6
27. Jewellery	2,299	2,532	+ 10.1	9,217	8,132	- 11.8
28. Sporting Goods and Luggage	5,790	6,047	+ 4.4	14,236	13,039	- 8.4
29. Stationery, Books and Magazines.....	2,139	2,306	+ 7.8	4,885	5,189	+ 6.2
30. All Other Departments.....	9,168	9,091	- 0.8	9,876	10,087	+ 2.1

Note. Canada totals do not include Newfoundland figures.

* 1951 sales and stocks have been revised.



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXIV - No. 12

\$2.00 a year

RETAIL TRADE

DECEMBER, 1952

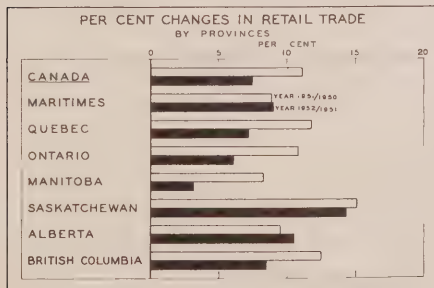


Canada's retail stores had estimated dollar sales of \$1,120,780,000 in December 1952, 10.7% higher than in December 1951 and 14.0% above November. Swelled by the December all time monthly high, total retail sales reached a new peak value of \$11,303,783,000 in 1952, 7.5% above 1951.

TOTAL RETAIL TRADE IN CANADA

<u>Month</u>	<u>1951</u> <u>\$'000</u>	<u>1952</u> <u>\$'000</u>	<u>% Change</u> <u>1952/1951</u>
Jan. to Sept.	7,686,313	8,182,749	+ 6.5
October	907,045	1,017,093	+ 12.1
November	911,420	983,157	+ 7.9
December	1,012,548	1,120,784	+ 10.7
TOTAL	10,517,326	11,303,783	+ 7.5

All trades but one (meat stores) shared in the expansion of retail business in 1952. Of particular significance was the high level of sales by furniture, and appliance and radio stores (+19.7% and +15.0%). Other large annual increases were reported by tobacco stores (16.4%), motor vehicle dealers (9.4%), variety stores (8.8%), and department stores (8.4%).



All sections of the country reported higher sales this year than last for December and the 12 month cumulative period. Both the largest monthly and annual gains were recorded by Saskatchewan (14.1% and 14.3%).

In December, those trades reporting the largest increases

over last year were, appliance and radio stores (39.2%), lumber and building material dealers (32.8%), tobacco stores (27.8%), furniture stores (27.9%), and motor vehicle dealers (27.1%). It should be noted that these gains were not restricted to any particular area but were spread across the entire country.

Following the traditional seasonal pattern, December sales rose 14.0% above November. Jewellery stores showed an increase of 161.2% and variety stores a gain of 98.9%. Other trades which experienced the effect of Christmas shopping were shoe stores (55.7% over November), men's clothing stores (53.0%), and women's clothing stores (49.8%).

Estimates of sales by trades, areas and months for 1952 are presented on pages 14 to 24. These are revised figures based on final 1951 data and will be changed again in the fall of 1953 to allow for changes in the number of stores during 1952 and for increased coverage.

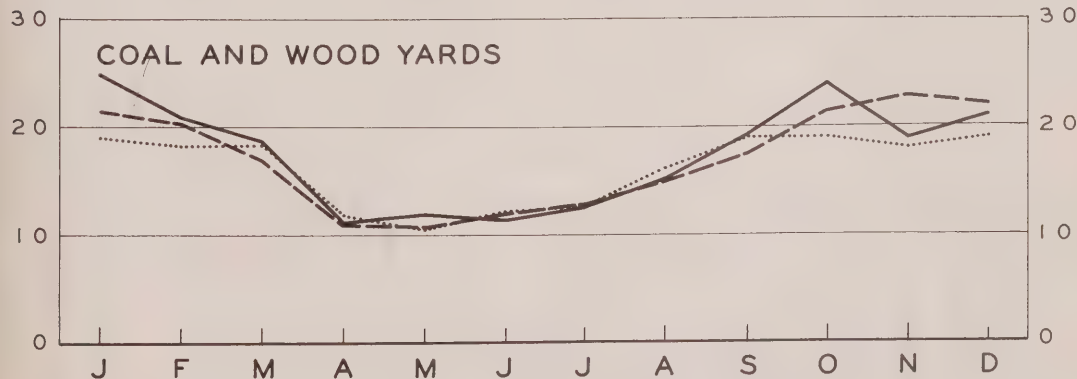
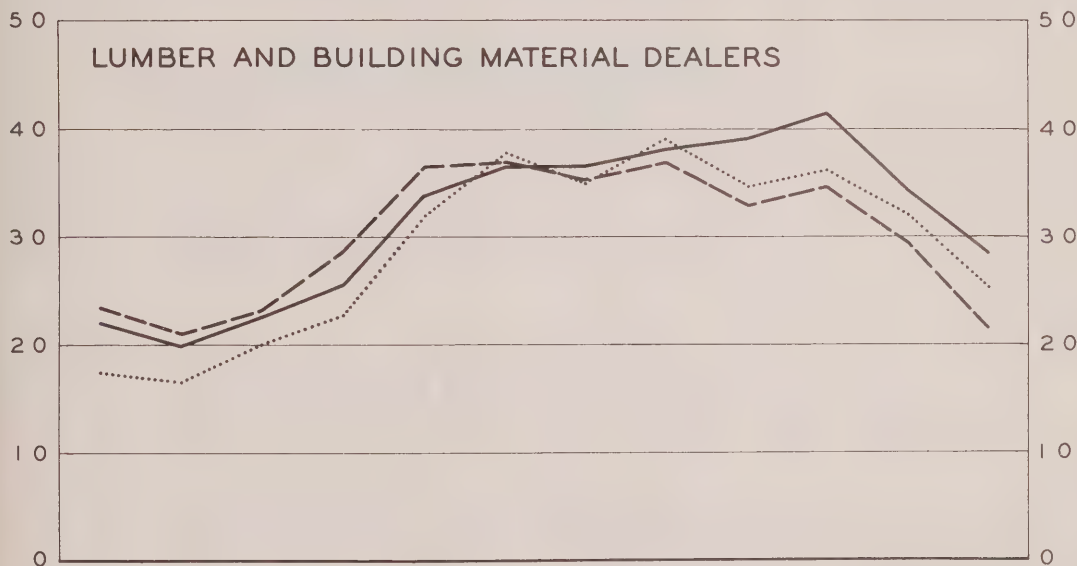
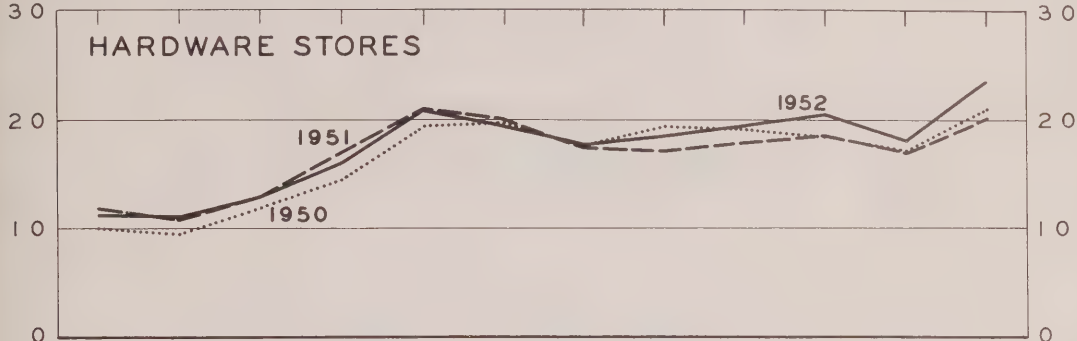
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>December</u> <u>1951</u> <u>\$'000</u>	<u>December</u> <u>1952</u> <u>\$'000</u>	<u>% Change</u> <u>Dec. 1952/Dec. 1951</u>
CANADA	4,910	5,840	+ 18.9
Maritime Provinces	157	227	+ 44.6
Quebec	1,114	1,252	+ 12.4
Ontario	2,595	2,885	+ 11.2
Manitoba	323	390	+ 20.7
Saskatchewan	119	168	+ 41.2
Alberta	214	413	+ 93.0
British Columbia	388	505	+ 30.2

MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

MILLION
DOLLARS

MILLION
DOLLARS



Estimated Retail Trade — By Provinces and Kinds of Business

DECEMBER, 1952

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	1,120,780	84,834	256,193	437,379	68,527	63,939	87,703	122,209
Grocery & Combination	166,800	14,080	49,678	65,230	6,681	5,885	9,790	15,456
Meat	17,968	(b)	5,230	6,317	(b)	773	1,426	3,295
Country General	52,043	6,230	11,612	8,573	4,377	9,622	7,421	4,208
Department	137,169	9,874	22,003	50,513	19,210	7,213	9,788	18,568
Variety	36,977	4,380	9,776	16,784	962	1,211	1,960	1,905
Motor Vehicle	136,579	7,157	25,629	51,741	8,128	9,446	13,151	21,327
Garage & Filling Station	42,711	2,993	9,273	17,868	1,897	2,650	3,713	4,318
Men's Clothing	32,447	2,556	5,512	16,387	1,257	1,265	3,095	2,375
Family Clothing	26,511	3,770	7,837	8,219	946	2,096	1,327	2,315
Women's Clothing	26,616	2,080	6,787	10,514	895	1,142	2,120	3,078
Shoe	14,497	1,286	4,753	6,436	306	(b)	527	892
Hardware	23,606	1,388	5,102	7,689	1,632	1,963	3,267	2,565
Lumber & Building Material	28,599	636	3,343	12,346	2,888	2,884	3,942	2,559
Furniture	22,410	2,534	6,662	9,161	(b)	(b)	1,299	1,825
Appliance & Radio	21,505	1,713	3,988	11,485	(b)	(b)	(b)	1,503
Restaurant	31,148	1,291	6,992	11,246	2,250	1,849	3,161	4,358
Coal & Wood	20,905	1,509	6,352	9,229	1,439	1,016	(b)	1,283
Drug	28,215	2,080	5,614	12,323	1,631	1,564	2,214	2,791
Jewellery	20,502	(b)	5,082	7,407	(b)	(b)	1,780	2,606
Tobacco	13,307	(b)	2,573	(b)	(b)	391	(b)	896
All Others	220,265	17,209	52,395	89,344	10,897	10,564	15,770	24,086

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(Without Adjustment for Price Changes)

December 1952 Over December 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 10.7	+ 10.2	+ 10.8	+ 11.3	+ 10.0	+ 14.1	+ 10.4	+ 7.6
Grocery & Combination.....	+ 1.3	+ 0.3	+ 3.5	- 0.2	- 0.2	- 0.5	+ 5.9	+ 0.4
Meat.....	- 8.1	(b)	- 9.1	- 3.1	(b)	- 6.2	- 25.6	- 8.8
Country General	+ 0.8	+ 1.2	+ 6.0	- 6.1	- 0.1	+ 5.8	- 2.0	- 3.5
Department	+ 14.5	+ 16.5	+ 16.3	+ 15.9	+ 8.0	+ 20.0	+ 17.5	+ 11.4
Variety.....	+ 10.7	+ 11.8	+ 10.7	+ 8.4	+ 11.7	+ 20.6	+ 23.0	+ 11.1
Motor Vehicle	+ 27.1	+ 33.7	+ 29.4	+ 31.0	+ 24.3	+ 18.4	+ 26.8	+ 19.3
Garage & Filling Station	+ 3.5	+ 5.4	+ 4.5	+ 0.5	- 2.3	+ 7.3	+ 16.4	+ 3.8
Men's Clothing.....	+ 10.2	+ 5.7	+ 23.3	+ 9.0	+ 8.3	+ 15.7	+ 16.7	- 9.4
Family Clothing	+ 7.7	+ 7.1	+ 11.5	+ 7.1	+ 12.6	+ 11.7	+ 8.2	- 6.0
Women's Clothing.....	+ 8.6	+ 13.2	+ 12.2	+ 2.5	+ 14.3	+ 27.2	+ 27.9	+ 2.0
Shoe.....	+ 15.0	+ 10.1	+ 24.4	+ 11.9	+ 16.8	(b)	+ 19.2	- 2.7
Hardware	+ 16.6	+ 17.6	+ 28.8	+ 9.8	+ 18.0	+ 25.3	+ 9.4	+ 18.1
Lumber & Building Material....	+ 32.8	+ 25.9	+ 31.0	+ 24.2	+ 32.6	+ 58.1	+ 56.1	+ 27.0
Furniture.....	+ 27.9	+ 29.0	+ 33.3	+ 24.3	(b)	(b)	+ 34.9	+ 23.0
Appliance and Radio.....	+ 39.2	+ 30.5	+ 32.2	+ 47.8	(b)	(b)	(b)	+ 13.6
Restaurant	+ 1.0	+ 3.9	+ 1.6	- 0.9	(a)	+ 10.0	- 0.6	+ 2.7
Coal & Wood	- 5.2	+ 4.7	- 4.0	- 8.2	- 3.4	- 17.8	(b)	+ 19.9
Drug.....	+ 7.0	+ 1.2	+ 7.1	+ 5.6	+ 2.8	+ 18.7	+ 13.7	+ 10.1
Jewellery	+ 13.6	(b)	+ 17.3	+ 13.7	(b)	(b)	+ 6.4	+ 5.4
Tobacco.....	+ 27.8	(b)	+ 6.0	(b)	(b)	+ 12.0	(b)	- 8.7
All Others.....	+ 9.5	+ 10.1	+ 7.6	+ 12.4	+ 16.1	+ 17.0	- 4.4	+ 7.3

(a) Unchanged (b) Not available

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

December, 1952

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	1,120,780	213,516	907,264	84,834
2	Grocery and Combination	166,800	61,615	105,185	14,080
3	Meat	17,968	632	17,336	(b)
4	Country General	52,043	1,867	50,176	6,230
5	Department	137,169	-	137,169	9,874
6	Variety	36,977	32,210	4,768	4,380
7	Motor Vehicle	136,579	1,431	135,148	7,157
8	Garage & Filling Station	42,711	273	42,438	2,993
9	Men's Clothing	32,447	3,691	28,756	2,556
10	Family Clothing	26,511	5,631	20,880	3,770
11	Women's Clothing	26,616	7,119	19,498	2,080
12	Shoe	14,497	6,191	8,306	1,286
13	Hardware	23,606	1,476	22,129	1,388
14	Lumber & Building Material	28,599	6,299	22,300	636
15	Furniture	22,410	4,231	18,180	2,534
16	Appliance & Radio	21,505	5,267	16,238	1,713
17	Restaurant	31,148	2,495	28,652	1,291
18	Coal & Wood	20,905	434	20,471	1,509
19	Drug	28,215	3,944	24,272	2,080
20	Jewellery	20,502	8,315	12,187	(b)
21	Tobacco	13,307	2,089	11,218	(b)
22	All Others	220,265	58,306	161,957	17,209
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	68,527	8,306	60,221	63,939
24	Grocery & Combination	6,681	2,454	4,227	5,885
25	Meat	(b)	(b)	(b)	773
26	Country General	4,377	197	4,179	9,622
27	Department	19,210	-	19,210	7,213
28	Variety	962	962	-	1,211
29	Motor Vehicle	8,128	(1)	(1)	9,446
30	Garage & Filling Station	1,897	(1)	(1)	2,650
31	Men's Clothing	1,257	65	1,192	1,265
32	Family Clothing	946	(1)	(1)	2,096
33	Women's Clothing	895	335	560	1,142
34	Shoe	306	91	216	(b)
35	Hardware	1,632	(1)	(1)	1,963
36	Lumber & Building Material	2,888	550	2,339	2,884
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio	(b)	(b)	(b)	(b)
39	Restaurant	2,250	117	2,133	1,849
40	Coal & Wood	1,439	-	1,439	1,016
41	Drug	1,631	(1)	(1)	1,564
42	Jewellery	(b)	(1)	(1)	(b)
43	Tobacco	(b)	(1)	(1)	391
44	All Others	10,897	2,602	8,295	10,564

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

December, 1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
15,801	69,033	256,193	44,116	212,077	437,379	100,618	336,761	1
2,150	11,930	49,678	12,838	36,840	65,230	33,938	31,292	2
(b)	(b)	5,230	-	5,230	6,317	519	5,798	3
254	5,976	11,612	445	11,167	8,573	499	8,074	4
-	9,874	22,003	-	22,003	50,513	-	50,513	5
3,886	493	9,776	7,623	2,152	16,784	15,091	1,693	6
(1)	(1)	25,629	(1)	(1)	51,741	587	51,155	7
(1)	(1)	9,273	(1)	(1)	17,868	(1)	(1)	8
(1)	(1)	5,512	602	4,910	16,387	2,611	13,776	9
416	3,354	7,837	2,186	5,651	8,219	1,498	6,721	10
216	1,865	6,787	1,523	5,264	10,514	3,429	7,085	11
(1)	(1)	4,753	2,011	2,742	6,436	3,350	3,086	12
(1)	(1)	5,102	629	4,473	7,689	436	7,254	13
-	636	3,343	251	3,091	12,346	1,270	11,077	14
(1)	(1)	6,662	1,834	4,828	9,161	1,726	7,435	15
140	1,573	3,988	1,286	2,702	11,485	2,359	9,126	16
(1)	(1)	6,992	674	6,318	11,246	1,060	10,187	17
-	1,509	6,352	-	6,352	9,229	434	8,795	18
180	1,900	5,614	441	5,173	12,323	2,021	10,302	19
(b)	(b)	5,082	1,694	3,388	7,407	3,387	4,020	20
(1)	(1)	2,573	560	2,013	(b)	(1)	(1)	21
6,601	10,608	52,395	9,308	43,087	89,344	25,377	63,967	22
Saskatchewan			Alberta			British Columbia		
9,733	54,206	87,703	14,907	72,796	122,209	20,039	102,170	23
1,716	4,170	9,790	3,294	6,496	15,456	5,225	10,231	24
(1)	(1)	1,426	(1)	(1)	3,295	(1)	(1)	25
(1)	(1)	7,421	(1)	(1)	4,208	280	3,929	26
-	7,213	9,788	-	9,788	18,568	-	18,568	27
1,181	30	1,960	1,743	217	1,905	1,724	181	28
(1)	(1)	13,151	(1)	(1)	21,327	(1)	(1)	29
-	2,650	3,713	-	3,713	4,318	(1)	(1)	30
(1)	(1)	3,095	154	2,942	2,375	146	2,231	31
(1)	(1)	1,327	497	830	2,315	(1)	(1)	32
317	825	2,120	380	1,740	3,078	920	2,159	33
(1)	(1)	527	168	359	892	204	688	34
-	1,963	3,267	(1)	(1)	2,565	(1)	(1)	35
1,912	972	3,942	2,084	1,859	2,559	233	2,327	36
(b)	(b)	1,299	-	1,299	1,825	(1)	(1)	37
(b)	(b)	(b)	(b)	(b)	1,503	397	1,106	38
(1)	(1)	3,161	76	3,085	4,358	500	3,858	39
-	1,016	(b)	(b)	(b)	1,283	-	1,283	40
(1)	(1)	2,214	298	1,916	2,791	815	1,976	41
(1)	(1)	1,780	806	974	2,606	1,026	1,580	42
(1)	(1)	(b)	(1)	(1)	896	278	618	43
2,833	7,731	15,770	4,341	11,429	24,086	7,244	16,843	44

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to December 1952 Over January to December 1951

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 7.5	+ 9.0	+ 7.2	+ 6.1	+ 3.2	+ 14.3	+ 10.5	+ 8.5
Grocery & Combination.....	+ 7.1	+ 5.6	+ 8.2	+ 6.3	+ 3.0	+ 10.4	+ 8.4	+ 8.7
Meat.....	- 4.2	(b)	- 5.3	- 3.8	+ 4.2	- 7.5	- 7.7	- 3.0
Country General	+ 2.6	+ 3.0	- 0.1	+ 0.4	+ 0.6	+ 5.3	+ 4.5	+ 7.5
Department	+ 8.4	+ 15.8	+ 6.9	+ 8.2	+ 2.8	+ 10.3	+ 11.5	+ 11.1
Variety.....	+ 8.8	+ 13.6	+ 8.9	+ 6.5	+ 8.3	+ 20.2	+ 14.8	+ 7.1
Motor Vehicle.....	+ 9.4	+ 10.1	+ 7.2	+ 8.4	- 1.5	+ 18.7	+ 11.2	+ 14.0
Garage & Filling Station	+ 4.9	+ 1.8	+ 6.9	+ 2.7	+ 1.5	(b)	+ 17.7	+ 3.9
Men's Clothing.....	+ 2.9	+ 4.4	+ 7.4	- 1.1	- 1.1	+ 16.0	+ 17.8	- 4.5
Family Clothing	+ 7.6	+ 7.8	+ 13.7	+ 2.1	+ 6.1	+ 13.3	+ 10.5	+ 0.4
Women's Clothing.....	+ 8.2	+ 11.9	+ 10.7	+ 2.5	(b)	+ 23.8	+ 19.7	+ 4.3
Shoe.....	+ 7.4	+ 13.2	+ 6.4	+ 5.7	+ 6.1	(b)	+ 18.5	+ 4.4
Hardware	+ 3.8	+ 7.8	- 0.1	+ 1.2	+ 4.9	+ 23.6	+ 5.4	+ 3.8
Lumber & Building Material....	+ 5.1	- 1.3	- 3.2	+ 0.8	+ 1.4	+ 32.2	+ 18.0	+ 2.7
Furniture.....	+ 19.7	+ 33.3	+ 15.7	+ 17.5	(b)	+ 25.2	+ 35.8	+ 24.2
Appliance and Radio.....	+ 15.0	+ 22.8	- 1.2	+ 15.3	(b)	(b)	(b)	+ 12.8
Restaurant	+ 4.3	+ 8.0	+ 4.0	+ 1.7	+ 1.6	+ 15.6	+ 10.0	+ 4.5
Coal & Wood	+ 2.8	+ 14.9	+ 5.1	+ 0.3	- 4.4	+ 3.0	(b)	+ 16.2
Drug.....	+ 6.9	+ 5.0	+ 6.8	+ 4.8	+ 3.8	+ 19.6	+ 13.3	+ 9.1
Jewellery	+ 5.7	+ 8.1	+ 1.6	+ 3.9	+ 13.0	+ 28.5	+ 7.4	+ 6.8
Tobacco.....	+ 16.4	+ 4.7	+ 6.6	+ 25.4	(b)	+ 12.2	+ 2.3	+ 2.4
All Others.....	+ 8.8	+ 11.1	+ 10.7	+ 7.4	+ 10.1	+ 14.1	+ 8.3	+ 5.1

(b) Not available.

(Without Adjustment for Price Changes)

December 1952 Over November 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 14.0	+ 26.0	+ 9.8	+ 18.7	+ 10.5	+ 1.3	+ 8.8	+ 12.9
Grocery & Combination.....	+ 8.5	+ 13.2	+ 13.0	+ 4.9	+ 6.9	- 0.3	+ 13.3	+ 7.9
Meat.....	+ 12.3	(b)	+ 19.6	+ 10.1	(b)	- 9.1	- 4.2	+ 22.7
Country General	+ 15.4	+ 9.6	+ 28.1	+ 12.9	+ 19.6	+ 18.1	+ 13.7	- 4.9
Department	+ 27.0	+ 28.2	+ 32.5	+ 27.6	+ 18.7	+ 28.8	+ 22.0	+ 29.6
Variety.....	+ 98.9	+112.2	+ 92.6	+ 99.5	+ 92.0	+ 88.3	+ 94.3	+114.8
Motor Vehicle.....	- 18.9	- 5.0	- 32.4	- 17.2	- 4.5	- 15.1	- 3.0	- 21.6
Garage & Filling Station	+ 0.9	+ 5.1	+ 0.4	+ 7.3	- 31.5	- 18.0	(b)	- 2.1
Men's Clothing.....	+ 53.0	+ 70.7	+ 35.6	+ 71.6	+ 6.0	+ 29.0	+ 36.9	+ 42.1
Family Clothing	+ 38.2	+ 62.7	+ 29.3	+ 56.9	+ 20.4	+ 7.0	+ 12.2	+ 41.9
Women's Clothing.....	+ 49.8	+ 43.7	+ 54.1	+ 55.4	(b)	+ 20.7	+ 50.6	+ 42.2
Shoe.....	+ 55.7	+ 86.4	+ 80.7	+ 50.5	+ 12.5	(b)	- 4.2	+ 43.2
Hardware	+ 30.2	+ 26.5	+ 27.7	+ 25.4	+ 40.2	+ 24.9	+ 29.2	+ 56.5
Lumber & Building Material....	- 16.7	- 10.0	- 16.5	- 14.4	- 3.2	- 26.6	- 23.6	- 17.7
Furniture.....	+ 23.5	+ 53.5	+ 34.5	+ 16.4	(b)	(b)	- 11.5	+ 30.3
Appliance and Radio.....	+ 30.5	+ 47.2	+ 11.9	(b)	(b)	(b)	(b)	+ 17.5
Restaurant	- 7.0	+ 11.9	- 7.5	- 14.7	+ 2.7	+ 1.8	- 10.1	+ 6.8
Coal & Wood	+ 11.0	- 19.5	+ 17.4	+ 15.8	+ 9.9	+ 1.8	(b)	+ 6.3
Rug.....	+ 44.3	+ 45.2	+ 36.7	+ 46.7	+ 42.2	+ 28.8	+ 62.4	+ 47.8
Jewellery	+161.2	(b)	+251.7	+121.3	(b)	(b)	+191.8	+163.8
Tobacco.....	+ 27.0	(b)	+ 31.6	(b)	(b)	+ 51.6	(b)	+ 30.8
All Others.....	+ 18.3	+ 32.2	- 1.0	+ 39.3	+ 5.7	- 11.2	- 3.4	+ 36.7

b) Not available.

Department Store Sales and Stocks

December 1951 and December 1952

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES *			STOCKS*		
	Dec. 1951	Dec. 1952	Change 1952/51	Nov. 30 1951	Nov. 30 1952	Change 1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	119,774	137,169	+ 14.5	225,558	226,170	+ 0.3
1. Women's and Misses' Dresses.....	3,009	3,079	+ 2.3	4,114	4,654	+ 13.1
2. Women's and Misses' Coats and Suits	1,331	1,578	+ 18.6	3,289	3,411	+ 3.7
3. Women's and Misses' Sportswear.....	2,986	3,523	+ 18.0	4,886	5,443	+ 11.4
4. Furs	1,905	2,415	+ 26.8	4,674	4,713	+ 0.8
5. Girls' and Infants' Wear	5,441	6,529	+ 20.0	8,694	8,525	- 1.9
6. Lingerie and Corsets	5,205	5,923	+ 13.8	7,592	8,994	+ 18.5
7. Aprons, Housedresses and Uniforms....	763	845	+ 10.7	885	1,193	+ 34.8
8. Millinery	782	878	+ 12.3	1,013	1,095	+ 8.1
9. Hosiery and Apparel Accessories	7,149	7,603	+ 6.4	9,332	9,432	+ 1.1
10. Women's, Misses' and Children's Shoes	4,444	5,206	+ 17.1	11,923	12,415	+ 4.1
Ladies' Apparel and Accessories.						
Total 1 - 10	33,015	37,579	+ 13.8	56,402	59,875	+ 6.2
11. Men's Clothing	3,292	3,904	+ 18.6	9,152	7,686	- 16.0
12. Men's Furnishings	9,723	10,750	+ 10.6	13,159	12,833	- 2.5
13. Boys' Clothing and Furnishings	3,161	3,557	+ 12.5	6,653	5,912	- 11.1
14. Men's and Boys' Shoes	2,526	2,791	+ 10.5	4,977	5,077	+ 2.0
15. Food and Kindred Products.....	7,924	7,742	- 2.3	4,976	4,220	- 15.2
16. Toiletries, Cosmetics and Drugs	3,894	4,215	+ 8.2	5,866	6,501	+ 10.8
17. Photographic Equipment and Supplies..	579	714	+ 23.3	949	983	+ 3.6
18. Piece Goods	1,717	1,760	+ 2.5	7,842	7,896	+ 0.7
19. Linens and Domestics	3,522	3,987	+ 13.2	8,598	8,701	+ 1.2
20. Smallwares	2,395	2,558	+ 6.8	6,053	6,419	+ 6.0
21. China and Glassware	2,230	2,533	+ 13.6	7,549	7,977	+ 5.7
22. Home Furnishings	4,630	5,618	+ 21.3	20,013	18,166	- 9.2
23. Furniture	3,906	5,007	+ 28.2	12,468	11,736	- 5.9
24. Major Appliances	1,903	2,800	+ 47.1	7,497	7,938	+ 5.9
25. Radio and Music	2,139	3,028	+ 41.6	4,694	4,352	- 7.3
26. Hardware and Housewares	5,119	6,087	+ 18.9	12,451	12,663	+ 1.7
27. Jewellery	4,525	5,173	+ 14.3	9,066	8,854	- 2.3
28. Sporting Goods and Luggage.....	10,207	12,159	+ 18.4	13,034	13,014	- 0.2
29. Stationery, Books and Magazines.....	3,794	4,162	+ 9.7	5,043	5,481	+ 8.7
30. All Other Departments.....	9,513	11,045	+ 16.1	9,116	9,886	+ 8.4

Note. Canada totals do not include Newfoundland figures.

* 1951 sales and stocks have been revised

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

11

January to December 1951 and January to December 1952

Department	SALES		
	Jan. to Dec. 1951	Jan. to Dec. 1952	Change 1952/1951
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	901,717	977,758	+ 8.4
1. Women's and Misses' Dresses.....	30,873	31,729	+ 2.8
2. Women's and Misses' Coats and Suits.....	25,514	28,191	+ 10.5
3. Women's and Misses' Sportswear.....	21,880	25,319	+ 15.7
4. Furs.....	13,116	15,579	+ 18.8
5. Girls' and Infants' Wear.....	42,907	49,264	+ 14.8
6. Lingerie and Corsets.....	33,877	38,555	+ 13.8
7. Aprons, Housedresses and Uniforms.....	6,644	7,268	+ 9.4
8. Millinery.....	9,026	9,834	+ 9.0
9. Hosiery and Apparel Accessories.....	37,701	39,496	+ 4.8
10. Women's, Misses' and Children's Shoes.....	39,639	42,413	+ 7.0
Ladies' Apparel and Accessories.			
Total 1 - 10.....	261,177	287,648	+ 10.1
11. Men's Clothing.....	30,534	31,692	+ 3.8
12. Men's Furnishings.....	44,455	48,527	+ 9.2
13. Boys' Clothing and Furnishings.....	24,503	26,892	+ 9.7
14. Men's and Boys' Shoes.....	16,518	17,099	+ 3.5
15. Food and Kindred Products.....	64,575	64,452	- 0.2
16. Toiletries, Cosmetics and Drugs.....	22,011	24,126	+ 9.6
17. Photographic Equipment and Supplies.....	2,916	3,238	+ 11.0
18. Piece Goods.....	23,309	23,136	- 0.7
19. Linens and Domestic.....	33,132	36,044	+ 8.8
20. Smallwares.....	19,197	20,276	+ 5.6
21. China and Glassware.....	12,844	13,527	+ 5.3
22. Home Furnishings.....	55,150	58,915	+ 6.8
23. Furniture.....	51,412	58,921	+ 14.6
24. Major Appliances.....	31,046	37,500	+ 20.8
25. Radio and Music.....	12,400	15,915	+ 28.3
26. Hardware and Housewares.....	53,541	56,736	+ 6.0
27. Jewellery.....	19,091	20,196	+ 5.8
28. Sporting Goods and Luggage.....	34,776	38,770	+ 11.5
29. Stationery, Books and Magazines.....	15,352	16,642	+ 8.4
30. All Other Departments.....	73,778	77,506	+ 5.1

Note. Canada totals do not include Newfoundland figures.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

1 9 5 2

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES.....	11,303,783	1,890,996	9,412,787	777,295
2	Grocery and Combination.....	1,831,506	682,863	1,148,643	14,9434
3	Meat.....	188,596	6,489	182,107	(b)
4	Country General.....	534,340	20,187	514,153	67,562
5	Department.....	977,758	-	977,758	69,543
6	Variety.....	206,256	178,894	27,362	22,039
7	Motor Vehicle.....	2,138,410	22,658	2,115,752	99,422
8	Garage & Filling Station.....	552,359	3,376	548,983	38,598
9	Men's Clothing.....	204,746	25,056	179,690	16,563
10	Family Clothing.....	189,734	42,706	147,028	24,664
11	Women's Clothing.....	202,598	45,642	156,956	14,863
12	Shoe.....	107,658	40,937	66,721	9,638
13	Hardware.....	209,765	12,959	196,806	11,612
14	Lumber & Building Material.....	379,234	87,856	291,378	7,676
15	Furniture.....	201,984	44,297	157,687	17,345
16	Appliance & Radio.....	175,420	48,596	126,824	12,930
17	Restaurant.....	395,792	30,526	365,266	16,959
18	Coal & Wood.....	210,040	4,908	205,132	14,021
19	Drug.....	247,845	33,434	214,411	18,667
20	Jewellery.....	87,052	32,485	54,567	5,727
21	Tobacco.....	104,377	17,218	87,159	2,264
22	All Others.....	2,158,313	509,909	1,648,404	153,716
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	677,333	81,488	595,845	722,557
24	Grocery & Combination.....	74,318	29,648	44,670	67,237
25	Meat.....	7,216	-	7,216	8,403
26	Country General.....	42,377	1,899	40,478	91,439
27	Department.....	141,002	-	141,002	50,091
28	Variety.....	5,171	5,164	7	6,383
29	Motor Vehicle.....	118,707	(1)	(1)	154,085
30	Garage & Filling Station.....	29,187	(1)	(1)	(b)
31	Men's Clothing.....	8,645	688	7,957	8,687
32	Family Clothing.....	6,843	(1)	(1)	15,375
33	Women's Clothing.....	(b)	(b)	(b)	10,069
34	Shoe.....	2,969	750	2,219	(b)
35	Hardware.....	12,979	(1)	(1)	17,766
36	Lumber & Building Material.....	36,329	8,965	27,364	38,394
37	Furniture.....	(b)	(b)	(b)	3,450
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	26,614	1,376	25,238	20,551
40	Coal & Wood.....	12,868	-	12,868	9,522
41	Drug.....	14,760	(1)	(1)	13,625
42	Jewellery.....	4,971	(1)	(1)	4,149
43	Tobacco.....	(b)	(b)	(b)	3,231
44	All Others.....	112,211	24,026	88,185	147,328

1. Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

1952

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
130,173	647,122	2,642,687	390,334	2,252,353	4,285,071	875,661	3,409,410	1
23,476	125,958	541,482	143,576	397,906	726,978	373,742	353,236	2
(b)	(b)	56,197	-	56,197	64,249	5,409	58,840	3
3,250	64,312	115,943	4,445	111,498	96,440	5,614	90,826	4
-	69,543	155,714	-	155,714	356,855	-	356,855	5
19,556	2,483	60,812	47,424	13,388	92,317	83,003	9,314	6
(1)	(1)	465,966	(1)	(1)	778,993	8,808	770,185	7
(1)	(1)	110,269	(1)	(1)	234,161	(1)	(1)	8
(1)	(1)	42,345	3,876	38,469	92,306	16,273	76,033	9
3,336	21,328	60,438	16,545	43,893	54,265	10,244	44,021	10
1,230	13,633	54,871	10,718	44,153	76,476	19,734	56,742	11
(1)	(1)	32,287	11,723	20,564	47,400	22,985	24,415	12
(1)	(1)	48,389	6,749	41,640	72,435	3,276	69,159	13
-	7,676	45,325	3,408	41,917	164,802	18,634	146,168	14
(1)	(1)	62,650	20,257	42,393	85,277	17,172	68,105	15
1,335	11,595	35,476	13,625	21,851	84,784	18,799	65,985	16
(1)	(1)	79,798	8,140	71,658	156,298	12,697	143,601	17
-	14,021	58,211	-	58,211	104,368	4,908	99,460	18
1,626	17,041	52,525	3,941	48,584	106,128	16,934	89,194	19
2,063	3,664	20,466	6,292	14,174	32,681	13,233	19,448	20
(1)	(1)	22,886	5,064	17,822	62,198	(1)	(1)	21
58,107	95,609	520,637	80,692	439,945	795,660	215,902	579,758	22
Saskatchewan		Alberta			British Columbia			
95,199	627,358	903,965	133,818	770,147	1,294,875	184,323	1,110,552	23
19,362	47,875	101,215	34,811	66,404	170,842	58,248	112,594	24
(1)	(1)	16,218	(1)	(1)	32,261	(1)	(1)	25
(1)	(1)	73,563	(1)	(1)	47,016	853	46,163	26
-	50,091	70,977	-	70,977	133,576	-	133,576	27
6,228	155	9,998	8,890	1,108	9,536	8,629	907	28
(1)	(1)	163,182	(1)	(1)	358,055	(1)	(1)	29
-	(b)	48,254	-	48,254	51,322	(1)	(1)	30
(1)	(1)	18,998	1,501	17,497	17,202	1,434	15,768	31
(b)	(b)	10,102	3,927	6,175	18,047	(1)	(1)	32
2,258	7,811	15,378	2,786	12,592	22,922	6,508	16,414	33
(1)	(1)	5,094	1,352	3,742	7,779	1,772	6,007	34
-	17,766	27,123	(1)	(1)	19,461	(1)	(1)	35
26,524	11,870	52,307	27,025	25,282	34,401	3,300	31,101	36
-	3,450	12,569	-	12,569	16,605	(1)	(1)	37
(b)	(b)	(b)	(b)	(b)	13,595	3,903	9,692	38
(1)	(1)	38,275	913	37,362	57,297	6,598	50,699	39
-	9,522	(b)	-	(b)	10,363	-	10,363	40
(1)	(1)	17,718	2,512	15,206	24,422	6,730	17,692	41
(1)	(1)	7,181	3,168	4,013	11,877	4,374	7,503	42
(1)	(1)	3,490	(1)	(1)	8,967	2,303	6,664	43
25,505	121,823	199,432	38,967	160,465	229,329	66,710	162,619	44

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	Total - All Trades							
January	724,917	49,377	167,288	286,776	42,079	38,880	58,102	82,415
February	741,157	47,092	170,286	290,557	42,507	38,867	58,551	93,297
March	848,473	57,720	203,783	325,795	47,491	45,583	66,557	101,544
April	935,426	63,969	222,981	349,363	56,982	63,679	72,160	106,292
May	1,057,259	73,211	252,417	395,826	63,065	68,238	82,828	121,674
June	988,109	68,037	228,935	381,216	56,770	60,399	77,325	115,427
July	976,634	65,685	231,494	365,141	59,128	64,880	77,379	112,927
August	965,248	67,420	219,157	351,360	55,533	75,488	83,706	112,584
September	945,526	64,819	222,151	348,173	58,474	65,862	77,798	108,249
October	1,017,093	67,828	234,675	384,957	64,759	73,641	81,242	109,991
November	983,157	67,303	233,327	368,528	62,018	63,101	80,614	108,266
December	1,120,784	84,834	256,193	437,379	68,527	63,939	87,703	122,209
Annual Total	11,303,783	777,295	2,642,687	4,285,071	677,333	722,557	903,965	1,294,875
Grocery and Combination Stores								
January	140,548	11,162	41,587	56,461	5,479	(b)	7,535	13,099
February	140,126	11,765	41,393	55,760	5,546	4,741	7,510	13,411
March	148,624	12,797	42,269	59,986	5,981	5,333	8,113	14,145
April	144,993	12,346	42,301	56,927	6,047	5,171	7,840	14,361
May	166,718	13,174	50,641	65,831	6,821	6,114	9,121	15,016
June	149,688	11,966	44,355	59,737	6,144	5,284	8,362	13,840
July	155,713	12,600	46,754	61,461	6,295	5,847	8,605	14,151
August	158,581	12,718	46,710	63,247	6,474	6,060	8,644	14,728
September	149,234	12,066	43,788	59,147	6,240	5,792	8,342	13,859
October	156,740	12,320	48,033	60,989	6,361	5,883	8,709	14,445
November	153,741	12,440	43,973	62,202	6,249	5,902	8,644	14,331
December	166,800	14,080	49,678	65,230	6,681	5,885	9,790	15,456
Annual Total	1,831,506	149,434	541,482	726,978	74,318	67,237	101,215	170,842

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Meat Stores								
January	15,717	337	4,949	5,424	488	529	1,252	2,738
February	15,201	335	4,646	5,347	485	537	1,229	2,622
March	15,032	299	4,429	5,294	464	605	1,348	2,593
April	15,305	(b)	4,777	5,093	536	578	1,277	2,708
May	16,048	(b)	4,792	5,580	654	791	1,342	2,544
June	14,961	331	4,523	4,877	652	697	1,222	2,659
July	14,707	346	4,426	4,679	741	715	1,372	2,428
August	15,279	346	4,164	5,103	697	775	(b)	2,664
September	15,467	(b)	4,760	5,039	695	781	1,287	2,571
October	16,915	(b)	5,128	5,760	738	772	1,445	2,754
November	15,995	327	4,373	5,736	536	850	1,488	2,685
December	17,969	(b)	5,230	6,317	(b)	773	1,426	3,295
Annual Total	188,596	4,052	56,197	64,249	7,216	8,403	16,218	32,261
Country General Stores								
January	35,566	4,950	7,450	6,448	3,291	5,505	4,830	3,092
February	36,344	4,105	8,147	7,104	(b)	5,346	5,031	3,293
March	39,727	5,194	9,532	6,865	2,902	6,073	5,483	3,678
April	41,312	5,478	9,268	6,934	3,258	7,123	5,735	3,516
May	48,407	6,376	11,191	8,710	3,653	7,960	6,557	3,960
June	45,399	5,738	10,031	8,549	3,242	7,563	6,310	3,966
July	48,134	6,252	10,193	9,920	3,455	7,443	5,930	4,941
August	49,191	6,124	10,011	9,478	3,870	8,710	6,618	4,380
September	45,401	5,610	9,454	8,001	3,579	8,802	6,198	3,757
October	47,718	5,820	9,989	8,264	3,773	9,146	6,925	3,801
November	45,098	5,685	9,065	7,594	3,659	8,146	6,525	4,424
December	52,043	6,230	11,612	8,573	4,377	9,622	7,421	4,208
Annual Total	534,340	67,562	115,943	96,440	42,377	91,439	73,563	47,016

(b) Not available

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Department Stores								
January	55,159	3,248	8,951	19,672	7,987	2,886	4,128	8,287
February	60,220	3,540	9,133	22,121	9,122	3,030	4,539	8,735
March	70,213	4,505	11,877	25,181	10,014	3,433	5,226	9,977
April	75,058	5,419	12,128	28,421	10,733	3,902	5,051	9,404
May	83,651	6,520	13,600	29,860	11,959	4,239	5,926	11,547
June	77,108	6,190	12,317	29,189	10,476	3,613	5,197	10,126
July	59,848	4,502	8,917	21,363	9,061	2,800	4,393	8,812
August	69,625	5,037	10,401	24,562	10,250	3,488	5,435	10,472
September	84,346	6,060	14,237	30,867	11,538	4,152	6,024	11,468
October	97,316	6,944	15,545	35,505	14,462	5,754	7,250	11,856
November	108,045	7,704	16,605	39,601	16,190	5,601	8,020	14,324
December	137,169	9,874	22,003	50,513	19,210	7,213	9,788	18,568
Annual Total	977,758	69,543	155,714	356,855	141,002	50,091	70,977	133,576
Variety Stores								
January	10,089	876	3,077	4,663	245	295	460	473
February	11,403	1,018	3,364	5,275	276	362	545	563
March	13,543	1,383	4,116	6,098	317	391	612	626
April	16,496	1,736	4,995	7,293	432	522	796	722
May	16,837	1,744	5,447	7,311	414	470	748	703
June	16,530	1,684	5,227	7,286	389	481	771	692
July	15,786	1,694	4,604	7,096	404	498	797	693
August	15,877	1,774	4,831	6,980	370	481	713	728
September	15,766	1,762	4,766	6,955	390	443	706	744
October	18,358	1,924	5,534	8,162	471	586	881	800
November	18,593	2,064	5,075	8,414	501	643	1,009	887
December	36,978	4,380	9,776	16,784	962	1,211	1,960	1,905
Annual Total	206,256	22,039	60,812	92,317	5,171	6,383	9,998	9,536

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Motor Vehicle Dealers								
January	118,537	4,785	21,224	50,442	6,538	6,128	10,038	19,382
February	135,810	5,212	23,753	52,950	6,925	7,022	11,270	28,678
March	173,533	7,419	39,770	64,155	9,398	11,288	11,421	30,082
April	210,489	10,636	50,090	75,318	12,105	16,886	14,507	30,947
May	254,649	13,045	56,975	93,944	14,037	19,176	18,077	39,395
June	217,731	10,245	46,300	82,702	10,696	14,188	15,642	37,958
July	211,190	8,728	49,647	72,644	14,754	16,567	14,493	34,357
August	163,306	7,695	39,847	53,571	8,090	13,165	12,773	28,165
September	169,837	7,944	38,427	56,788	9,410	13,704	13,842	29,722
October	178,393	9,026	36,386	62,232	10,112	15,390	14,413	30,834
November	168,356	7,530	37,918	62,506	8,514	11,125	13,555	27,208
December	136,579	7,157	25,629	51,741	8,128	9,446	13,151	21,327
Annual Total	2,138,410	99,422	465,966	778,993	118,707	154,085	163,182	358,055
Garages and Filling Stations								
January	37,424	2,777	7,288	17,363	1,879	1,561	3,108	3,448
February	35,533	1,963	7,634	16,666	1,392	1,393	3,231	3,254
March	38,904	2,833	7,388	17,871	1,651	1,800	3,311	4,050
April	46,201	2,800	8,579	20,300	2,677	(b)	4,475	4,180
May	49,407	3,434	9,625	22,007	2,221	(b)	4,445	4,713
June	49,944	3,569	9,614	21,313	2,824	(b)	4,751	4,207
July	53,299	4,041	10,460	21,916	2,585	4,813	4,653	4,831
August	54,478	3,954	10,354	21,326	3,302	(b)	4,793	5,303
September	50,292	4,058	10,462	19,493	(b)	4,705	4,000	4,380
October	51,816	3,328	10,358	21,386	2,797	5,150	4,570	4,227
November	42,349	2,848	9,234	16,652	2,768	3,232	(b)	4,411
December	42,712	2,993	9,273	17,868	1,897	2,650	3,713	4,318
Annual Total	552,359	38,598	110,269	234,161	29,187	40,568	48,254	51,322

(b) Not available

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1952

18

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Men's Clothing Stores</u>								
January	13,089	1,052	2,902	5,429	560	599	1,400	1,147
February	12,268	978	2,419	5,845	416	550	1,027	1,033
March	14,545	1,179	3,458	6,540	474	600	1,095	1,199
April	16,665	1,377	4,149	7,102	602	777	1,360	1,298
May	17,036	1,690	(b)	7,082	597	803	1,655	1,408
June	16,451	1,365	3,716	7,231	541	611	1,536	1,451
July	14,297	1,202	3,029	6,169	790	437	1,335	1,335
August	13,756	1,123	2,310	6,409	785	511	1,184	1,434
September	14,200	1,140	2,975	6,246	631	574	1,239	1,395
October	18,783	1,404	4,010	8,316	806	979	1,812	1,456
November	21,209	1,497	4,064	9,550	1,186	981	2,260	1,671
December	32,447	2,556	5,512	16,387	1,257	1,265	3,095	2,375
Annual Total	204,746	16,563	42,345	92,306	8,645	8,687	18,998	17,202
<u>Family Clothing Stores</u>								
January	11,612	1,431	3,277	3,703	455	910	612	1,224
February	9,864	1,200	3,077	2,952	324	772	580	959
March	12,489	1,689	4,450	3,499	409	724	648	1,070
April	16,460	2,125	5,315	4,554	636	1,185	833	1,812
May	15,868	2,168	5,370	4,094	536	1,210	836	1,654
June	16,011	2,148	5,455	4,478	519	(b)	802	1,517
July	13,941	1,885	4,364	4,016	482	(b)	769	1,424
August	13,752	1,807	4,220	4,101	448	832	711	1,633
September	14,155	1,856	4,326	4,020	578	1,195	771	1,409
October	19,894	2,268	6,685	5,389	724	2,400	1,030	1,398
November	19,178	2,317	6,062	5,240	786	1,958	1,183	1,632
December	26,510	3,770	7,837	8,219	946	2,096	1,327	2,315
Annual Total	189,734	24,664	60,438	54,265	6,843	15,375	10,102	18,047

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1952

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Women's Clothing Stores</u>								
January	13,882	928	(b)	5,228	418	710	1,153	1,521
February	12,419	839	3,879	4,495	423	585	936	1,262
March	17,103	967	6,148	5,942	599	713	954	1,780
April	17,919	1,242	5,095	6,697	693	1,014	1,205	1,973
May	17,434	1,325	4,635	6,387	617	894	1,357	2,219
June	17,102	1,102	5,110	6,371	(b)	654	1,122	1,687
July	14,827	1,210	3,639	5,669	(b)	702	1,270	1,793
August	13,635	1,205	3,129	5,294	(b)	694	1,213	1,660
September	15,559	1,199	3,748	5,989	(b)	748	1,234	1,813
October	18,330	1,319	(b)	7,126	867	1,267	1,406	1,971
November	17,772	1,447	4,403	6,764	(b)	946	1,408	2,165
December	26,616	2,080	6,787	10,514	895	1,142	2,120	3,078
Annual Total	202,598	14,863	54,871	76,476	8,019	10,069	15,378	22,922
<u>Shoe Stores</u>								
January	5,795	494	1,499	2,646	173	121	339	523
February	5,181	423	1,346	2,419	141	142	254	456
March	7,396	655	2,428	3,097	186	148	316	566
April	9,865	913	3,129	4,152	306	-	494	631
May	10,333	863	3,406	4,303	294	-	465	752
June	10,513	1,016	3,400	4,508	282	NOT AVAILABLE	421	675
July	8,158	772	2,381	3,500	245	NOT AVAILABLE	437	618
August	8,222	794	2,149	3,827	224	NOT AVAILABLE	391	671
September	9,162	826	2,547	4,254	263	NOT AVAILABLE	404	662
October	9,228	(b)	2,619	3,982	277	NOT AVAILABLE	496	710
November	9,308	690	2,630	4,276	272	-	550	623
December	14,497	1,286	4,753	6,436	306	-	527	892
Annual Total	107,658	9,638	32,287	47,400	2,969	2,491	5,094	7,779

(b) Not available

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1952

20

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	Hardware Stores							
January	11,255	551	2,845	4,327	703	654	1,168	1,007
February	11,071	464	2,414	3,856	882	714	1,532	1,209
March	13,010	637	3,143	4,566	720	921	1,616	1,407
April	16,104	906	3,585	5,936	1,064	1,169	1,943	1,501
May	20,895	1,116	5,015	7,699	975	1,775	2,496	1,819
June	19,388	1,122	4,677	7,230	1,112	1,393	2,286	1,568
July	17,753	1,028	4,286	6,290	1,135	1,436	1,994	1,584
August	18,636	1,032	4,035	6,081	1,047	1,754	3,072	1,615
September	19,448	1,141	4,506	5,934	1,175	2,175	2,684	1,833
October	20,468	1,130	4,785	6,693	1,370	(b)	2,536	1,714
November	18,131	1,097	3,996	6,134	1,164	1,572	2,529	1,639
December	23,606	1,388	5,102	7,689	1,632	1,963	3,267	2,565
Annual Total	209,765	11,612	48,389	72,435	12,979	17,766	27,123	19,461
	Lumber and Building Material Dealers							
January	22,075	381	2,373	9,882	2,022	1,950	(b)	1,678
February	19,879	420	2,435	9,111	1,607	1,635	2,445	2,226
March	22,616	406	2,630	10,135	1,815	1,481	3,412	2,737
April	25,632	525	3,576	11,650	2,182	1,675	3,312	2,712
May	33,997	652	4,285	14,625	4,208	2,914	4,080	3,233
June	36,649	772	4,303	16,045	3,804	3,621	4,845	3,259
July	36,529	706	4,506	16,255	3,665	3,831	4,894	2,672
August	38,176	814	4,774	15,726	3,486	4,715	5,586	3,075
September	39,207	851	4,417	16,698	3,783	4,616	5,220	3,622
October	41,552	806	4,681	17,899	3,886	5,141	5,622	3,517
November	34,324	707	4,002	14,430	2,983	3,931	5,160	3,111
December	28,598	636	3,343	12,346	2,888	2,884	3,942	2,559
Annual Total	379,234	7,676	45,325	164,802	36,329	38,394	52,307	34,401

(b) Not available

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Furniture Stores								
January	11,283	1,010	3,111	5,011	208	177	738	1,028
February	12,100	706	2,953	5,695	263	254	(b)	1,121
March	14,752	968	4,274	6,599	254	230	(b)	1,409
April	14,164	1,225	4,324	5,995	297	260	762	1,301
May	19,072	2,103	6,204	7,759	423	236	872	1,475
June	19,156	1,561	6,835	7,836	373	252	945	1,354
July	17,442	1,440	6,562	6,515	(b)	253	965	1,397
August	17,404	1,332	5,829	7,062	(b)	(b)	1,031	1,475
September	17,469	1,285	5,650	7,585	(b)	(b)	1,007	1,378
October	18,591	1,530	5,294	8,187	369	414	1,356	1,441
November	18,139	1,651	4,952	7,872	388	407	1,468	1,401
December	22,412	2,534	6,662	9,161	(b)	(b)	1,299	1,825
Annual Total	201,984	17,345	62,650	85,277	4,088	3,450	12,569	16,605
Appliance and Radio Stores								
January	13,247	775	2,308	6,656	551	NOT AVAILABLE		
February	11,700	629	1,970	5,769	529			
March	11,927	805	2,551	5,755	457			
April	12,951	923	2,417	5,950	616			
May	14,018	1,002	3,330	6,382	452			
June	14,867	1,349	2,726	7,576	(b)			
July	13,914	(b)	2,913	6,817	461			
August	13,112	(b)	2,982	6,005	(b)			
September	15,779	971	3,191	7,773	(b)			
October	15,917	(b)	3,535	(b)	627			
November	16,483	1,164	3,565	(b)	(b)			
December	21,505	1,713	3,988	11,485	(b)			
Annual Total	175,420	12,930	35,476	84,784	6,718	9,713	12,204	13,595

(b) Not available

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1952

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Restaurants</u>								
January	27,806	1,127	5,720	10,863	1,930	1,411	2,403	4,352
February	28,416	1,257	5,789	11,639	1,765	1,379	2,383	4,204
March	30,508	1,503	6,390	11,857	2,113	1,586	2,730	4,329
April	31,833	1,512	6,151	12,144	2,205	1,683	2,851	5,287
May	34,650	1,628	6,430	14,078	2,545	1,642	3,496	4,831
June	32,205	1,414	5,682	12,998	2,170	1,805	3,433	4,703
July	37,546	1,782	6,836	15,487	2,292	1,866	3,751	5,532
August	38,132	1,666	7,132	14,928	2,172	1,914	3,824	6,496
September	33,555	1,359	6,875	13,620	(b)	1,734	3,351	(b)
October	36,502	1,266	8,244	14,261	2,682	1,866	3,375	4,808
November	33,492	1,154	7,557	13,177	2,190	1,816	3,517	4,081
December	31,147	1,291	6,992	11,246	2,250	1,849	3,161	4,358
Annual Total	395,792	16,959	79,798	156,298	26,614	20,551	38,275	57,297
<u>Coal and Wood Dealers</u>								
January	24,973	1,514	7,459	11,653	1,605	1,409	(b)	1,213
February	20,864	1,602	6,215	9,992	1,200	1,002	84	769
March	18,751	1,488	4,987	9,478	1,122	911	87	678
April	11,160	843	3,199	5,458	672	387	NOT AVAILABLE	577
May	11,992	829	3,236	6,495	653	296		452
June	11,518	667	3,107	6,098	683	423		520
July	12,488	581	3,312	7,036	675	433		436
August	15,252	670	3,534	8,949	725	494		856
September	19,252	1,108	4,926	9,794	1,155	920	NOT AVAILABLE	1,303
October	24,048	1,335	6,472	12,217	1,630	1,233		1,069
November	18,836	1,875	5,412	7,969	1,309	998		1,207
December	20,906	1,509	6,352	9,229	1,439	1,016	NOT AVAILABLE	1,283
Annual Total	210,040	14,021	58,211	104,368	12,868	9,522	687	10,363

(b) Not available

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Drug Stores</u>								
January	19,413	1,422	4,344	8,141	1,085	1,164	1,342	1,915
February	19,360	1,410	4,232	8,168	1,297	1,006	1,338	1,909
March	20,136	1,546	4,605	8,414	1,170	1,050	1,343	2,008
April	20,078	1,536	4,403	8,461	1,187	1,060	1,436	1,995
May	20,251	1,597	4,403	8,486	1,233	1,064	1,450	2,018
June	19,514	1,494	3,981	8,594	1,111	1,001	1,423	1,910
July	19,132	1,485	4,176	7,960	1,153	1,000	1,359	1,999
August	20,459	1,610	4,111	9,076	1,276	1,084	1,391	1,911
September	20,254	1,478	4,172	8,854	1,205	1,096	1,515	1,934
October	21,478	1,576	4,377	9,251	1,265	1,322	1,544	2,143
November	19,553	1,433	4,107	8,400	1,147	1,214	1,363	1,889
December	23,217	2,080	5,614	12,323	1,631	1,564	2,214	2,791
Annual Total	247,845	18,667	52,525	106,128	14,760	13,625	17,718	24,422
<u>Jewellery Stores</u>								
January	4,698	306	1,149	1,753	244	213	472	561
February	4,731	338	1,276	1,689	229	174	365	660
March	5,129	419	1,231	1,742	311	246	408	772
April	5,106	286	1,425	1,833	255	209	383	715
May	6,428	363	1,446	2,556	389	(b)	532	904
June	6,777	457	1,503	2,512	363	437	537	968
July	5,796	382	1,342	2,152	351	242	481	846
August	6,646	(b)	1,542	2,472	348	228	523	1,038
September	6,558	425	1,485	2,496	425	246	496	985
October	6,834	382	1,540	2,722	393	369	594	834
November	7,847	483	1,445	3,347	498	(b)	610	988
December	20,502	(b)	5,082	7,407	(b)	(b)	1,780	2,606
Annual Total	87,052	5,727	20,466	32,681	4,971	4,149	7,181	11,877

(b) Not available

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1952

24

(in thousands of dollars)

Months	CANADA	Maritimes	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Tobacco Stores								
January	7,156	198	1,752	3,802	111	224	312	757
February	7,328	218	1,738	3,984	109	222	281	776
March	7,740	214	1,916	4,214	112	303	226	755
April	7,782	174	1,906	4,276	-	259	268	785
May	8,033	185	1,901	4,536	-	298	315	692
June	8,545	155	1,774	5,307	-	254	246	703
July	7,703	161	1,633	4,509	-	244	282	770
August	7,792	179	1,629	4,626	-	281	221	751
September	9,004	163	2,083	5,394	-	230	330	699
October	9,509	161	2,026	5,967	-	267	285	698
November	10,479	177	1,955	(b)	-	258	287	685
December	13,306	(b)	2,573	(b)	-	391	(b)	896
Annual Total	104,377	2,264	22,886	62,198	1,341	3,231	3,490	8,967
All Other Trades								
January	125,593	10,053	30,099	47,209	6,107	6,379	11,810	13,936
February	131,339	8,670	32,473	49,720	6,258	7,141	11,969	15,108
March	152,795	10,814	36,191	58,507	7,022	7,348	16,174	16,739
April	179,853	11,631	42,169	64,869	10,365	15,407	16,459	18,953
May	191,535	13,052	46,684	68,101	10,278	14,158	18,238	21,024
June	188,052	13,692	44,299	70,779	9,684	12,103	16,785	20,710
July	198,431	13,727	47,514	73,687	9,626	13,783	18,811	21,283
August	213,937	15,864	45,463	72,537	10,575	23,595	23,445	22,458
September	181,581	13,183	45,356	63,226	10,044	12,545	18,140	19,087
October	188,703	12,808	45,060	73,562	11,044	12,406	15,503	18,320
November	186,229	13,013	52,934	64,119	10,311	11,899	16,328	17,625
December	220,265	17,209	52,395	89,344	10,897	10,564	15,770	24,086
Annual Total	2,158,313	153,716	520,637	795,660	112,211	147,328	199,432	229,329

(b) Not available



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY
Government Publication

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV - No. 1

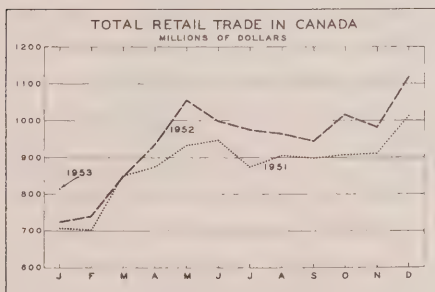
\$2.00 a year

RETAIL TRADE

JANUARY, 1953

Canadian retail stores began the new year with an increase in sales larger than any experienced since May 1952. January sales totalled \$813,845,000 or 12.3% above the January 1952 estimate of \$724,917,000. All regions reported increases with Manitoba and Alberta showing the largest gains (15.5% and 15.0%). Retail sales in Quebec and Ontario rose 9.1% and 13.2% and were estimated at \$182,569,000 and \$324,735,000, respectively.

All trades but one (Coal and Wood) recorded sales increases in January 1953 when compared with January 1952. Appliance and Radio dealers and Furniture stores had the largest gains



of 33.9% and 30.3%. Other important increases were shown by Shoe stores (20.8%), Motor Vehicle dealers (19.2%), and Variety stores (18.6%).

As expected, 18 of the 20 trades shown in this report had lower sales in January than in December. Motor Vehicle dealers reported a gain of 3.5% with nearly all of the increase concentrated in Ontario (17.2%).

Department store sales amounted to \$63,810,000 in January 1953, 15.7% above January 1952 but 53.5% below December. All but one of the 30 departmental break-downs published, reported higher sales this year than last. The value of Department store inventories as of December 31, 1952 equalled \$182,926,000, 0.2% higher than those held on December 31, 1951.

In the following table are shown estimates of sales made by chain office-and-store appliance dealers.

Chain Office-and-Store Appliance Dealers' Sales

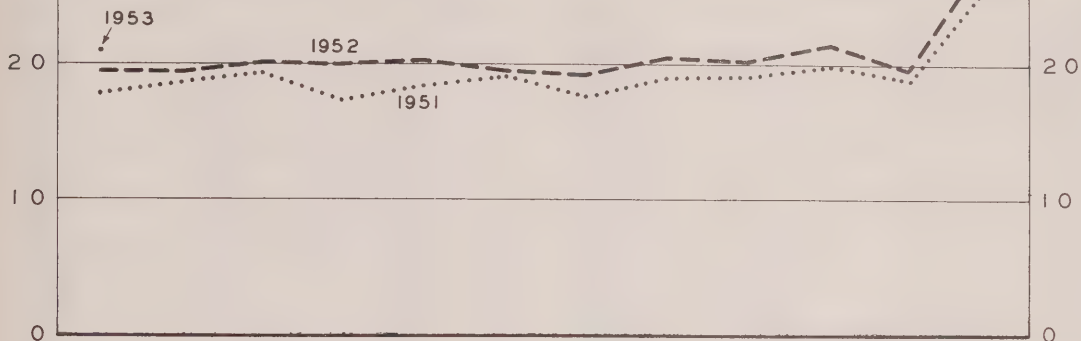
<u>Province</u>	<u>January 1952</u> \$'000	<u>January 1953</u> \$'000	<u>% Change Jan. 1953/1952</u>
CANADA	4,604	5,362	+ 16.5
Maritime Provinces	167	178	+ 6.6
Quebec	1,036	1,190	+ 14.9
Ontario	2,278	2,706	+ 18.8
Manitoba	318	346	+ 8.8
Saskatchewan	120	136	+ 13.3
Alberta	272	360	+ 32.4
British Columbia	413	446	+ 8.0

MONTHLY SALES DRUG-JEWELLERY-TOBACCO STORES

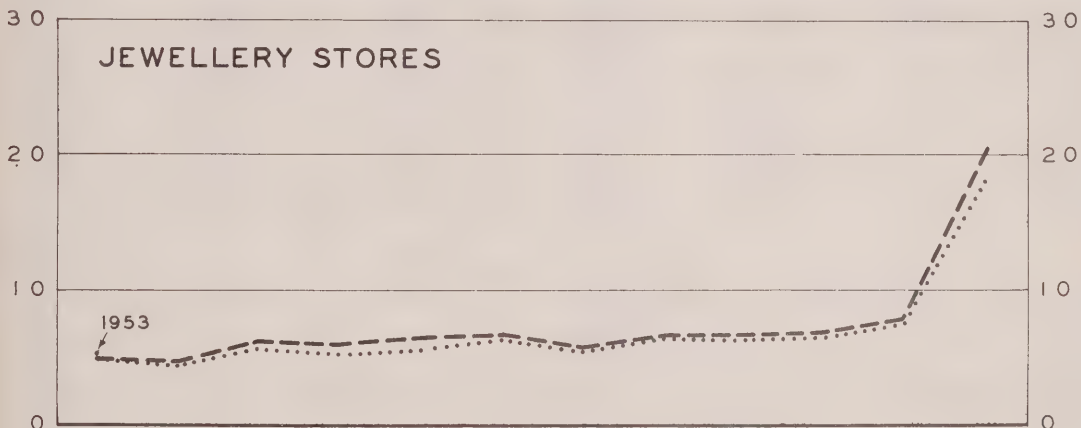
MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0

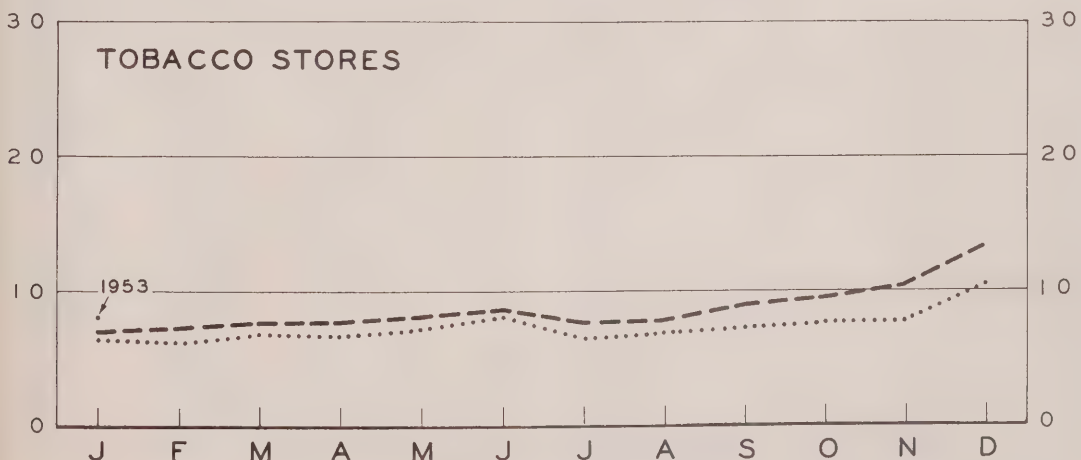
DRUG STORES



JEWELLERY STORES



TOBACCO STORES



January, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	813,845	140,129	673,716	55,466
2	Grocery and Combination.....	153,841	61,627	92,213	12,517
3	Meat	15,823	603	15,220	356
4	Country General	35,900	1,294	34,606	4,993
5	Department	63,810	-	63,810	3,605
6	Variety.....	11,966	10,371	1,595	1,115
7	Motor Vehicle	141,296	1,404	139,892	5,648
8	Garage & Filling Station.....	41,520	246	41,274	2,982
9	Men's Clothing.....	13,943	1,482	12,461	1,075
10	Family Clothing.....	13,407	3,055	10,353	1,721
11	Women's Clothing	14,922	2,953	11,969	997
12	Shoe	7,003	2,480	4,523	590
13	Hardware	12,822	826	11,996	692
14	Lumber & Building Material	24,888	4,869	20,019	524
15	Furniture	14,696	3,290	11,405	1,120
16	Appliance & Radio.....	17,736	4,680	13,056	(b)
17	Restaurant.....	28,525	2,409	26,116	1,229
18	Coal & Wood.....	23,436	501	22,935	1,660
19	Drug	21,063	2,789	18,274	1,539
20	Jewellery.....	5,365	1,982	3,382	301
21	Tobacco.....	8,821	1,331	7,490	(b)
22	All Others.....	143,062	31,927	111,137	11,262
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	48,581	5,672	42,909	44,080
24	Grocery & Combination.....	6,040	2,468	3,572	5,400
25	Meat	(b)	(b)	(b)	545
26	Country General.....	3,179	137	3,042	6,188
27	Department.....	9,472	-	9,472	3,399
28	Variety	291	291	-	381
29	Motor Vehicle	8,074	(a)	(a)	7,991
30	Garage & Filling Station	2,156	(a)	(a)	1,825
31	Men's Clothing.....	670	34	636	772
32	Family Clothing.....	505	(a)	(a)	1,155
33	Women's Clothing	511	163	347	894
34	Shoe	189	48	142	(b)
35	Hardware	765	(a)	(a)	907
36	Lumber & Building Material	2,334	425	1,909	2,046
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	1,994	114	1,880	1,685
40	Coal & Wood.....	1,850	-	1,850	1,486
41	Drug	1,220	(a)	(a)	1,205
42	Jewellery.....	297	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	248
44	All Others.....	7,400	1,508	5,891	6,239

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

January, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
8,706	46,760	182,569	28,543	154,026	324,735	67,793	256,942	1
2,109	10,407	43,997	12,614	31,382	63,041	34,814	28,227	2
-	356	4,568	-	4,568	5,851	509	5,342	3
178	4,816	6,660	255	6,405	6,525	380	6,145	4
-	3,605	9,990	-	9,990	23,055	-	23,055	5
989	126	3,609	2,815	795	5,423	4,876	547	6
(a)	(a)	25,235	(a)	(a)	60,632	675	59,957	7
(a)	(a)	8,287	(a)	(a)	18,452	(a)	(a)	8
(a)	(a)	3,229	319	2,910	5,511	962	4,549	9
369	1,352	3,776	1,052	2,725	3,939	717	3,222	10
82	915	4,004	726	3,278	5,441	1,207	4,234	11
(a)	(a)	1,744	573	1,170	3,324	1,448	1,876	12
(a)	(a)	3,035	446	2,589	4,777	220	4,557	13
-	524	2,314	174	2,140	10,698	1,096	9,601	14
(a)	(a)	4,019	1,499	2,520	6,928	1,320	5,609	15
(b)	(b)	2,974	1,021	1,952	9,053	1,761	7,293	16
(a)	(a)	5,697	664	5,033	10,974	990	9,984	17
-	1,660	6,713	-	6,713	10,662	501	10,161	18
132	1,407	4,654	378	4,276	8,834	1,383	7,451	19
102	199	1,219	394	825	2,039	819	1,220	20
(a)	(a)	1,801	394	1,408	(b)	(a)	(a)	21
3,714	7,548	35,044	5,012	30,032	54,181	13,485	40,697	22
Saskatchewan			Alberta			British Columbia		
6,578	37,502	66,792	9,596	57,196	91,626	13,246	78,380	23
1,509	3,891	8,679	3,059	5,620	14,167	5,053	9,114	24
(a)	(a)	1,223	(a)	(a)	2,826	(a)	(a)	25
(a)	(a)	5,072	(a)	(a)	3,284	219	3,065	26
-	3,399	5,123	-	5,123	9,166	-	9,166	27
381	-	381	516	64	566	513	54	28
(a)	(a)	10,148	(a)	(a)	23,568	(a)	(a)	29
-	1,825	3,894	-	3,894	3,925	(a)	(a)	30
(a)	(a)	1,482	85	1,397	1,205	43	1,162	31
(a)	(a)	837	392	444	1,475	(a)	(a)	32
155	739	1,327	195	1,133	1,749	426	1,324	33
(a)	(a)	399	133	266	592	140	452	34
-	907	1,528	(a)	(a)	1,118	-	1,118	35
1,367	679	4,903	1,579	3,324	2,069	227	1,842	36
(b)	(b)	971	-	971	1,111	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	1,075	338	737	38
(a)	(a)	2,539	78	2,461	4,407	498	3,909	39
-	1,486	(b)	(b)	(b)	971	-	971	40
(a)	(a)	1,512	216	1,296	2,099	543	1,556	41
(a)	(a)	502	214	288	765	239	526	42
(a)	(a)	(b)	(a)	(a)	724	178	546	43
1,616	4,624	14,172	2,481	11,691	14,764	4,111	10,652	44

Estimated Retail Trade — By Provinces and Kinds of Business

January, 1953

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	813,845	55,466	182,569	324,735	48,581	44,080	66,792	91,626
Grocery & Combination	153,841	12,517	43,997	63,041	6,040	5,400	8,679	14,167
Meat	15,823	356	4,568	5,851	(b)	545	1,223	2,826
Country General	35,900	4,993	6,660	6,525	3,179	6,188	5,072	3,284
Department	63,810	3,605	9,990	23,055	9,472	3,399	5,123	9,166
Variety	11,966	1,115	3,609	5,423	291	381	581	566
Motor Vehicle	141,296	5,648	25,235	60,632	8,074	7,991	10,148	23,568
Garage & Filling Station	41,520	2,982	8,287	18,452	2,156	1,825	3,894	3,925
Men's Clothing	13,943	1,075	3,229	5,511	670	772	1,482	1,205
Family Clothing	13,407	1,721	3,776	3,939	505	1,155	837	1,475
Women's Clothing	14,922	997	4,004	5,441	511	894	1,327	1,749
Shoe	7,003	590	1,744	3,324	189	(b)	399	592
Hardware	12,822	692	3,035	4,777	765	907	1,528	1,118
Lumber & Building Material	24,888	524	2,314	10,698	2,334	2,046	4,903	2,069
Furniture	14,696	1,120	4,019	6,928	(b)	(b)	971	1,111
Appliance & Radio	17,736	(b)	2,974	9,053	(b)	(b)	(b)	1,075
Restaurant	28,525	1,229	5,697	10,974	1,994	1,685	2,539	4,407
Coal & Wood	23,436	1,660	6,713	10,662	1,850	1,486	(b)	971
Drug	21,063	1,539	4,654	8,834	1,220	1,205	1,512	2,099
Jewellery	5,365	301	1,219	2,039	297	(b)	502	765
Tobacco	8,821	(b)	1,801	(b)	(b)	248	(b)	724
All Others	143,062	11,262	35,044	54,181	7,400	6,239	14,172	14,764

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available.

(Without Adjustment for Price Changes)

January 1953 Over January 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 12.3	+ 12.3	+ 9.1	+ 13.2	+ 15.5	+ 13.4	+ 15.0	+ 11.2
Grocery & Combination.....	+ 9.5	+ 12.1	+ 5.8	+ 11.7	+ 10.2	+ 3.3	+ 15.2	+ 8.2
Meat.....	+ 0.7	+ 5.6	- 7.7	+ 7.9	(b)	+ 3.0	- 2.3	+ 3.2
Country General	+ 0.9	+ 0.9	- 10.6	+ 1.2	- 3.4	+ 12.4	+ 5.0	+ 6.2
Department	+ 15.7	+ 11.0	+ 11.6	+ 17.2	+ 18.6	+ 17.8	+ 24.1	+ 10.6
Variety.....	+ 18.6	+ 27.3	+ 17.3	+ 16.3	+ 18.8	+ 29.2	+ 26.3	+ 19.7
Motor Vehicle.....	+ 19.2	+ 18.0	+ 18.9	+ 20.2	+ 23.5	+ 30.4	+ 1.1	+ 21.6
Garage & Filling Station	+ 10.9	+ 7.4	+ 13.7	+ 6.3	+ 14.7	+ 16.9	+ 25.3	+ 13.8
Men's Clothing.....	+ 6.5	+ 2.2	+ 11.3	+ 1.5	+ 19.6	+ 28.9	+ 5.9	+ 5.1
Family Clothing	+ 15.5	+ 20.3	+ 15.2	+ 6.4	+ 11.0	+ 26.9	+ 36.8	+ 20.5
Women's Clothing.....	+ 7.5	+ 7.4	+ 2.0	+ 4.1	+ 22.2	+ 25.9	+ 15.1	+ 15.0
Shoe.....	+ 20.8	+ 19.4	+ 16.3	+ 25.6	+ 9.2	(b)	+ 17.7	+ 13.2
Hardware	+ 13.9	+ 25.6	+ 6.7	+ 10.4	+ 8.8	+ 38.7	+ 30.8	+ 11.0
Lumber & Building Material...	+ 12.7	+ 37.5	- 2.5	+ 3.3	+ 15.4	+ 4.9	+ 29.4	+ 23.3
Furniture.....	+ 30.3	+ 10.9	+ 29.2	+ 38.3	(b)	(b)	+ 31.6	+ 8.1
Appliance and Radio.....	+ 33.9	(b)	+ 28.9	+ 36.0	(b)	(b)	(b)	+ 4.0
Restaurant	+ 2.6	+ 9.1	- 0.4	+ 1.0	+ 3.3	+ 19.4	+ 5.7	+ 1.3
Coal & Wood	- 6.1	+ 9.6	- 10.0	- 8.5	+ 15.3	+ 5.5	(b)	- 20.0
Drug.....	+ 8.5	+ 8.2	+ 7.1	+ 8.5	+ 12.4	+ 3.5	+ 12.7	+ 9.6
Jewellery	+ 14.2	- 1.6	+ 6.1	+ 16.3	+ 21.7	(b)	+ 6.4	+ 36.4
Tobacco.....	+ 23.3	(b)	+ 2.8	(b)	(b)	+ 10.7	(b)	- 4.4
All Others.....	+ 13.9	+ 12.0	+ 16.4	+ 14.8	+ 21.2	- 2.2	+ 20.0	+ 5.9

(b) Not available

(Without Adjustment for Price Changes)

January 1953 Over December 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 27.4	- 34.6	- 28.7	- 25.8	- 29.1	- 31.1	- 23.8	- 25.0
Grocery & Combination.....	- 7.8	- 11.1	- 11.4	- 3.4	- 9.6	- 8.2	- 11.3	- 8.3
Meat.....	- 11.9	(b)	- 12.7	- 7.4	(b)	- 29.5	- 14.2	- 14.2
Country General	- 31.0	- 19.9	- 42.6	- 23.9	- 27.4	- 35.7	- 31.7	- 22.0
Department	- 53.5	- 63.3	- 54.6	- 54.5	- 50.7	- 52.9	- 47.7	- 50.6
Variety	- 67.6	- 74.5	- 63.1	- 67.7	- 69.8	- 68.5	- 70.4	- 70.3
Motor Vehicle	+ 3.5	- 21.1	- 1.5	+ 17.2	- 0.7	- 15.4	- 22.8	+ 10.5
Garage & Filling Station	- 2.8	- 0.4	- 10.6	+ 3.3	+ 13.7	- 31.1	+ 4.9	- 9.1
Men's Clothing.....	- 57.0	- 57.9	- 41.4	- 66.4	- 46.7	- 39.0	- 52.1	- 49.3
Family Clothing	- 49.4	- 54.4	- 51.8	- 52.1	- 46.6	- 44.9	- 36.9	- 36.3
Women's Clothing.....	- 43.9	- 52.1	- 41.0	- 48.2	- 42.9	- 21.7	- 37.4	- 43.2
Shoe.....	- 51.7	- 54.1	- 63.3	- 48.4	- 38.2	(b)	- 24.3	- 33.6
Hardware	- 45.7	- 50.1	- 40.5	- 37.9	- 53.1	- 53.8	- 53.2	- 56.4
Lumber & Building Material....	- 13.0	- 17.6	- 30.8	- 13.3	- 19.2	- 29.1	(b)	- 19.1
Furniture	- 34.4	- 55.8	- 39.7	- 24.4	(b)	(b)	- 25.3	- 39.1
Appliance and Radio.....	- 17.5	(b)	- 25.4	- 21.2	(b)	(b)	(b)	- 28.5
Restaurant	- 8.4	- 4.8	- 18.5	- 2.4	- 11.4	- 8.9	- 19.7	+ 1.1
Coal & Wood	+ 12.1	+ 10.0	+ 5.7	+ 15.5	+ 28.6	+ 46.3	(b)	- 24.3
Drug.....	- 25.3	- 26.0	- 17.1	- 28.3	- 25.2	- 23.0	- 31.7	- 24.8
Jewellery	- 73.8	(b)	- 76.0	- 72.5	(b)	(b)	- 71.8	- 70.6
Tobacco.....	- 33.7	(b)	- 30.0	(b)	(b)	- 36.6	(b)	- 19.2
All Others.....	- 35.1	- 34.6	- 33.1	- 39.4	- 32.1	- 40.9	- 10.1	- 38.7

(b) Not available

Department Store Sales and Stocks

9

January 1952 and January 1953

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS*		
	Jan.	Jan.	Change	Dec. 31	Dec. 31	Change
	1952	1953	1953/52	1951	1952	1952/51
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	55,159	63,810	+ 15.7	182,562	182,926	+ 0.2
1. Women's and Misses' Dresses.....	1,579	1,718	+ 8.8	3,011	3,201	+ 6.3
2. Women's and Misses' Coats and Suits	1,123	1,325	+ 18.0	2,554	2,688	+ 5.2
3. Women's and Misses' Sportswear.....	1,267	1,436	+ 13.3	3,304	3,841	+ 16.3
4. Furs	1,372	1,823	+ 32.9	3,825	4,051	+ 5.9
5. Girls' and Infants' Wear	1,835	2,034	+ 10.8	6,465	6,754	+ 4.5
6. Lingerie and Corsets	2,351	2,617	+ 11.3	5,691	6,801	+ 19.5
7. Aprons, Housedresses and Uniforms....	435	471	+ 8.3	703	761	+ 8.3
8. Millinery	337	412	+ 22.3	695	654	- 5.9
9. Hosiery and Apparel Accessories	1,859	2,103	+ 13.1	6,017	6,058	+ 0.7
10. Women's, Misses' and Children's Shoes	1,697	1,953	+ 15.1	10,064	11,176	+ 1.1
Ladies' Apparel and Accessories.						
Total 1 - 10	13,855	15,892	+ 14.7	42,329	44,985	+ 6.3
11. Men's Clothing	1,964	2,118	+ 7.8	7,373	6,428	- 12.8
12. Men's Furnishings	2,152	2,416	+ 12.3	8,538	8,130	- 4.8
13. Boys' Clothing and Furnishings	1,292	1,293	+ 0.1	5,036	4,998	- 0.8
14. Men's and Boys' Shoes	757	870	+ 14.9	3,829	3,996	+ 4.4
15. Food and Kindred Products.....	5,106	4,812	- 5.8	4,149	3,365	- 18.9
16. Toiletries, Cosmetics and Drugs	1,673	1,899	+ 13.5	4,376	4,851	+ 10.9
17. Photographic Equipment and Supplies..	159	201	+ 26.4	777	789	+ 1.5
18. Piece Goods	2,359	2,414	+ 2.3	7,763	7,927	+ 2.1
19. Linens and Domestic Goods	3,753	4,040	+ 7.6	7,640	8,112	+ 6.2
20. Smallwares	1,675	1,762	+ 5.2	5,396	5,543	+ 2.7
21. China and Glassware	663	771	+ 16.3	6,903	6,930	+ 0.4
22. Home Furnishings	3,099	3,974	+ 28.2	19,154	17,235	- 10.0
23. Furniture	3,736	4,853	+ 29.9	12,602	11,975	- 5.0
24. Major Appliances	1,803	3,069	+ 70.2	7,354	7,780	+ 5.8
25. Radio and Music	1,053	1,564	+ 48.5	4,131	4,014	- 2.8
26. Hardware and Housewares	2,861	3,382	+ 18.2	11,495	11,736	+ 2.1
27. Jewellery	916	1,061	+ 15.8	7,041	6,768	- 3.9
28. Sporting Goods and Luggage	961	1,224	+ 27.4	6,557	6,619	+ 0.9
29. Stationery, Books and Magazines.....	940	1,145	+ 21.8	3,079	3,317	+ 7.7
30. All Other Departments	4,382	5,050	+ 15.2	7,040	7,428	+ 5.5

Note. Canada totals do not include Newfoundland figures.

* 1952 sales and stocks have been revised.

6505-501

9-3-53



Canada

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

MERCHANDISING FILE "Government Publication"

UNIVERSITY

DEPT. OF POLITICAL ECONOMY

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV - No. 2

\$2.00 a year

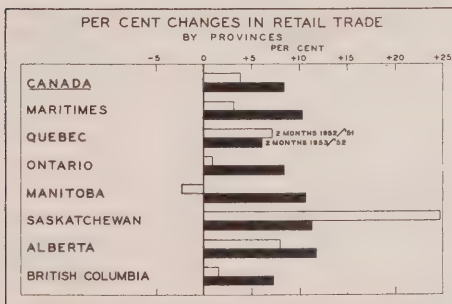
RETAIL TRADE

FEBRUARY, 1953



Canada's retail trade in February 1953 was estimated to be \$775,080,000, 4.6% above the February 1952 total of \$741,157,000. The largest gains were reported by Saskatchewan (9.2%) and Alberta (8.5%); sales in Quebec and Ontario rose 3.0% and 3.6%, respectively.

Fourteen out of 20 trades recorded increases in sales in February 1953 when compared with February 1952. Appliance and radio stores experienced the largest increase (27.1%); motor vehicle dealers reported sales of \$159,185,000 or 17.2%



higher than in February 1952.

Sales made by coal and wood dealers fell 11.2%; men's clothing and country general store sales fell 9.7% and 7.6%.

A table showing department store sales and stocks for February 1953 and 1952 is given on page 10. Sales rose 2.1% over last year and totalled \$61,490,000. The value of department store inventories as of January 31, 1953 reached an estimated \$197,147,000, 14.0% higher than the value of stocks held on January 31, 1952.

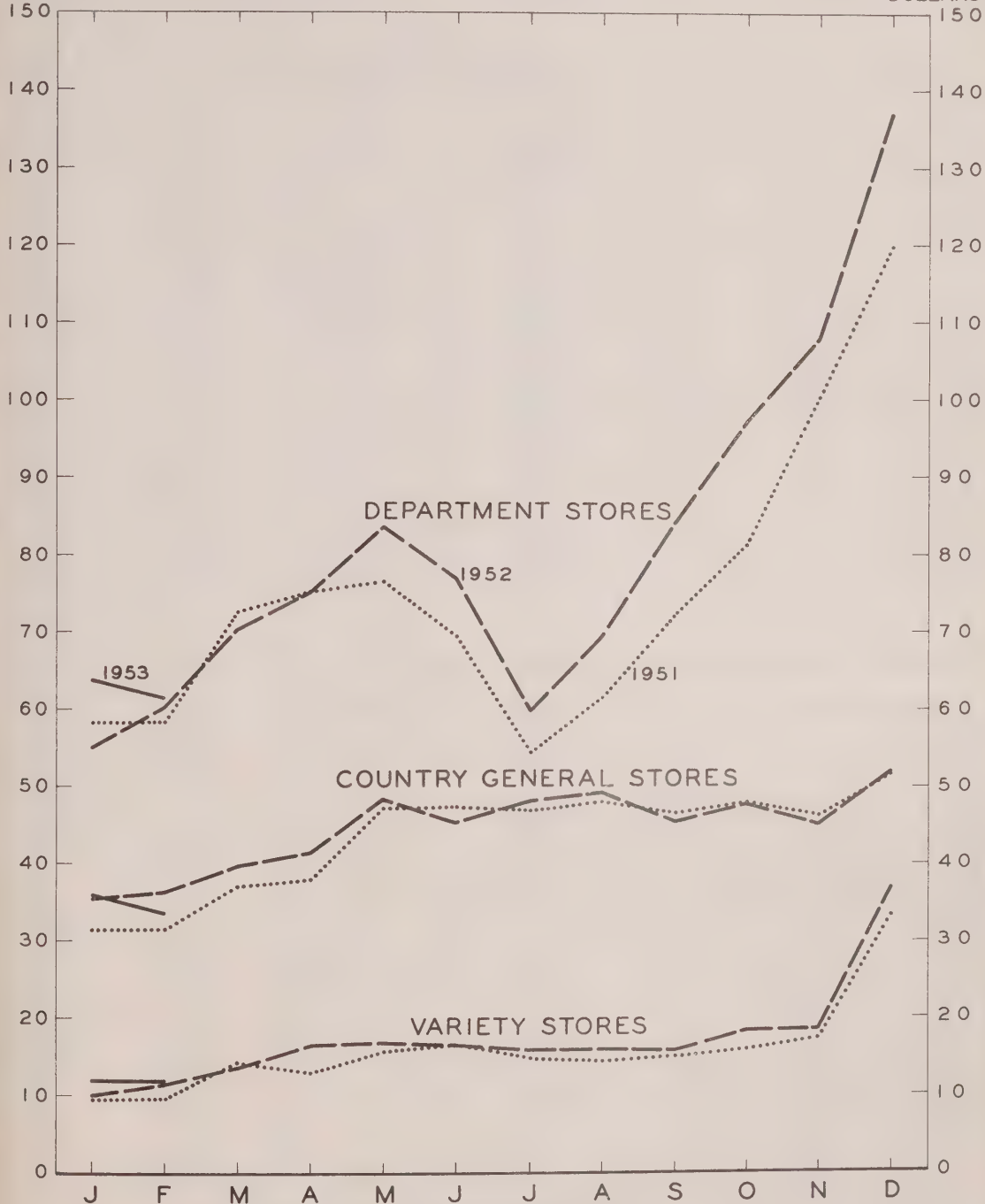
Chain Office-and-Store Appliance Dealers' Sales

<u>Province</u>	<u>February 1952 \$'000</u>	<u>February 1953 \$'000</u>	<u>% Change Feb. 1953/1952</u>
CANADA	4,854	5,026	+ 3.5
Maritime Provinces	186	167	- 10.2
Quebec	1,158	1,114	- 3.8
Ontario	2,411	2,476	+ 2.7
Manitoba	285	342	+ 20.0
Saskatchewan	135	152	+ 12.6
Alberta	278	385	+ 38.5
British Columbia	401	390	- 2.7

MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION
DOLLARS
150

MILLION
DOLLARS
150



Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

FEBRUARY, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	775,080	130,466	644,614	50,966
2	Grocery and Combination.....	139,357	55,993	83,363	12,161
3	Meat	14,451	527	13,925	(b)
4	Country General	33,595	1,233	32,362	4,046
5	Department	61,490	-	61,490	3,784
6	Variety.....	11,955	10,394	1,560	1,180
7	Motor Vehicle	159,185	1,525	157,660	6,813
8	Garage & Filling Station.....	37,274	200	37,074	2,079
9	Men's Clothing	11,076	1,200	9,876	985
10	Family Clothing	9,987	2,235	7,752	1,254
11	Women's Clothing	12,637	2,739	9,898	1,013
12	Shoe	5,554	1,959	3,595	527
13	Hardware	11,432	780	10,651	554
14	Lumber & Building Material	21,951	4,942	17,009	516
15	Furniture	13,161	2,648	10,513	715
16	Appliance & Radio.....	14,872	4,176	10,696	(b)
17	Restaurant	26,891	2,172	24,720	1,254
18	Coal & Wood.....	18,522	398	18,124	1,358
19	Drug	19,614	2,695	16,919	1,359
20	Jewellery.....	5,051	1,626	3,424	293
21	Tobacco	8,329	1,309	7,020	(b)
22	All Others.....	138,696	31,715	106,983	9,710
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	44,993	5,417	39,576	42,444
24	Grocery & Combination.....	5,393	2,221	3,172	4,639
25	Meat	452	-	452	545
26	Country General.....	3,099	138	2,960	5,432
27	Department.....	8,793	-	8,793	3,009
28	Variety	297	297	-	394
29	Motor Vehicle	9,418	(a)	(a)	8,897
30	Garage & Filling Station	1,218	(a)	(a)	1,827
31	Men's Clothing.....	389	37	352	473
32	Family Clothing	291	(a)	(a)	752
33	Women's Clothing	445	159	286	602
34	Shoe	134	32	102	(b)
35	Hardware	754	(a)	(a)	761
36	Lumber & Building Material	1,673	490	1,183	1,805
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	1,777	97	1,681	1,556
40	Coal & Wood.....	1,209	-	1,209	1,133
41	Drug	1,386	(a)	(a)	980
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	6,960	1,448	5,512	7,545

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

FEBRUARY, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
8,204	42,762	175,447	27,033	148,414	300,877	62,041	238,836	1
1,992	10,170	41,138	12,158	28,981	55,730	30,900	24,830	2
(b)	(b)	4,358	-	4,358	5,153	440	4,712	3
152	3,894	6,591	252	6,339	6,316	369	5,947	4
-	3,784	9,516	-	9,516	22,630	-	22,630	5
1,047	133	3,418	2,665	752	5,455	4,904	550	6
(a)	(a)	28,004	(a)	(a)	60,151	682	59,470	7
(a)	(a)	8,146	(a)	(a)	16,581	(a)	(a)	8
(a)	(a)	2,502	227	2,275	4,706	762	3,943	9
203	1,051	3,108	921	2,187	2,971	460	2,511	10
80	933	3,748	635	3,113	4,465	1,163	3,303	11
(a)	(a)	1,512	497	1,016	2,517	1,126	1,391	12
(a)	(a)	2,595	457	2,138	4,060	177	3,883	13
-	516	2,719	205	2,515	9,603	1,023	8,580	14
(a)	(a)	3,403	1,114	2,288	6,185	1,186	4,999	15
(b)	(b)	2,698	983	1,714	7,652	1,317	6,335	16
(a)	(a)	5,290	597	4,693	10,784	896	9,888	17
-	1,358	5,619	-	5,619	8,463	398	8,066	18
127	1,232	4,330	360	3,971	8,236	1,360	6,876	19
89	205	1,276	298	978	1,875	669	1,206	20
(a)	(a)	1,898	400	1,498	4,914	(a)	(a)	21
3,662	6,048	33,578	5,033	28,545	52,430	13,602	38,827	22
Saskatchewan			Alberta			British Columbia		
6,252	36,192	63,530	8,945	54,585	96,830	12,581	84,249	23
1,387	3,252	7,515	2,758	4,757	12,781	4,578	8,203	24
(a)	(a)	1,086	(a)	(a)	2,504	(a)	(a)	25
(a)	(a)	5,011	(a)	(a)	3,102	206	2,896	26
-	3,009	4,857	-	4,857	8,901	-	8,901	27
394	-	609	541	68	603	545	47	28
(a)	(a)	12,262	(a)	(a)	33,639	(a)	(a)	29
-	1,827	4,100	-	4,100	3,323	(a)	(a)	30
(a)	(a)	1,105	75	1,029	918	48	870	31
(a)	(a)	636	267	369	975	(a)	(a)	32
146	457	1,057	162	894	1,307	395	912	33
(a)	(a)	258	83	175	461	105	356	34
-	761	1,489	(a)	(a)	1,219	-	1,219	35
1,290	515	3,383	1,692	1,691	2,252	243	2,009	36
(b)	(b)	1,113	-	1,113	1,140	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	888	261	628	38
(a)	(a)	2,315	62	2,253	3,916	467	3,449	39
-	1,133	(b)	(b)	(b)	690	-	690	40
(a)	(a)	1,394	207	1,187	1,929	512	1,418	41
(a)	(a)	(b)	(b)	(b)	721	225	496	42
(a)	(a)	(b)	(a)	(a)	724	168	555	43
1,476	6,069	13,637	2,411	11,226	14,837	4,083	10,754	44

Estimated Retail Trade — By Provinces and Kinds of Business

6

FEBRUARY, 1953

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	775,080	50,966	175,447	300,877	44,993	42,444	63,530	96,830
Grocery & Combination	139,357	12,161	41,138	55,730	5,393	4,639	7,515	12,781
Meat	14,451	(b)	4,358	5,153	452	545	1,086	2,504
Country General	33,595	4,046	6,591	6,316	3,099	5,432	5,011	3,102
Department	61,490	3,784	9,516	22,630	8,793	3,009	4,857	8,901
Variety	11,955	1,180	3,418	5,455	297	394	609	603
Motor Vehicle	159,185	6,813	28,004	60,151	9,418	8,897	12,262	33,639
Garage & Filling Station	37,274	2,079	8,146	16,581	1,218	1,827	4,100	3,323
Men's Clothing	11,076	985	2,502	4,706	389	473	1,105	918
Family Clothing	9,987	1,254	3,108	2,971	291	752	636	975
Women's Clothing	12,637	1,013	3,748	4,465	445	602	1,057	1,307
Shoe	5,554	527	1,512	2,517	134	(b)	258	461
Hardware	11,432	554	2,595	4,060	754	761	1,489	1,219
Lumber & Building Material	21,951	516	2,719	9,603	1,673	1,805	3,383	2,252
Furniture	13,161	715	3,403	6,185	(b)	(b)	1,113	1,140
Appliance & Radio	14,872	(b)	2,698	7,652	(b)	(b)	(b)	888
Restaurant	26,891	1,254	5,290	10,784	1,777	1,556	2,315	3,916
Coal & Wood	18,522	1,358	5,619	8,463	1,209	1,133	(b)	690
Drug	19,614	1,359	4,330	8,236	1,386	980	1,394	1,929
Jewellery	5,051	293	1,276	1,875	(b)	(b)	(b)	721
Tobacco	8,329	(b)	1,898	4,914	(b)	(b)	(b)	724
All Others	138,696	9,710	33,578	52,430	6,960	7,545	13,637	14,837

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

February 1953 Over February 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 4.6	+ 8.2	+ 3.0	+ 3.6	+ 5.8	+ 9.2	+ 8.5	+ 3.8
Grocery & Combination.....	- 0.5	+ 3.4	- 0.6	- 0.1	- 2.8	- 2.2	+ 0.1	- 4.7
Meat.....	- 4.9	(b)	- 6.2	- 3.6	- 6.8	+ 1.5	- 11.6	- 4.5
Country General	- 7.6	- 1.6	- 19.1	- 11.1	- 6.6	+ 1.6	- 0.4	- 5.8
Department	+ 2.1	+ 6.9	+ 4.2	+ 2.3	- 3.6	- 0.7	+ 7.0	+ 1.9
Variety.....	+ 4.8	+ 15.9	+ 1.6	+ 3.4	+ 7.6	+ 8.8	+ 11.7	+ 7.1
Motor Vehicle.....	+ 17.2	+ 30.7	+ 17.9	+ 13.6	+ 36.0	+ 26.7	+ 8.8	+ 17.3
Garage & Filling Station	+ 4.9	+ 5.9	+ 6.7	- 0.5	- 12.5	+ 31.2	+ 26.9	+ 2.1
Men's Clothing.....	- 9.7	+ 0.7	+ 3.4	- 19.5	- 6.5	- 14.0	+ 7.6	- 11.1
Family Clothing	+ 1.3	+ 4.5	+ 1.0	+ 0.6	- 10.2	- 2.6	+ 9.7	+ 1.7
Women's Clothing.....	+ 1.7	+ 20.7	- 3.4	- 0.7	+ 5.2	+ 2.9	+ 12.9	+ 3.6
Shoe.....	+ 7.2	+ 24.6	+ 12.3	+ 4.1	- 5.0	(b)	+ 1.6	+ 1.1
Hardware	+ 3.2	+ 19.4	+ 7.5	+ 5.3	- 14.5	+ 6.6	- 2.8	+ 0.8
Lumber & Building Material....	+ 10.4	+ 22.9	+ 11.7	+ 5.4	+ 4.1	+ 10.4	+ 38.4	+ 1.2
Furniture.....	+ 8.8	+ 1.3	+ 15.2	+ 8.6	(b)	(b)	+ 0.5	+ 1.7
Appliance and Radio.....	+ 27.1	(b)	+ 37.0	+ 32.6	(b)	(b)	(b)	- 15.3
Restaurant	- 5.4	- 0.2	- 8.6	- 7.3	+ 0.7	+ 12.8	- 2.9	- 6.9
Coal & Wood	- 11.2	- 15.2	- 9.6	- 15.3	+ 0.8	+ 13.1	(b)	- 10.3
Drug.....	+ 1.3	- 3.6	+ 2.3	+ 0.8	+ 6.9	- 2.6	+ 4.2	+ 1.0
Jewellery	+ 6.7	- 13.3	(c)	+ 11.0	(b)	(b)	(b)	+ 9.2
Tobacco.....	+ 13.7	(b)	+ 9.2	+ 23.3	(b)	(b)	(b)	- 6.7
All Others.....	+ 5.6	+ 12.0	+ 3.4	+ 5.5	+ 11.2	+ 5.7	+ 13.9	- 1.8

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

January and February 1953 Over January and February 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 8.4	+ 10.3	+ 6.1	+ 8.4	+ 10.6	+ 11.3	+ 11.7	+ 7.3
Grocery & Combination.....	+ 4.5	+ 7.6	+ 2.6	+ 5.8	+ 3.7	+ 0.7	+ 7.6	+ 1.7
Meat.....	- 2.1	+ 5.8	- 7.0	+ 2.2	- 6.8	+ 2.3	- 6.9	- 0.6
Country General	- 3.4	- 0.2	- 15.0	- 5.2	- 5.0	+ 7.1	+ 2.3	(c)
Department	+ 8.6	+ 8.9	+ 7.9	+ 9.3	+ 6.8	+ 8.3	+ 15.1	+ 6.1
Variety.....	+ 11.3	+ 21.2	+ 9.1	+ 9.5	+ 12.9	+ 18.0	+ 18.4	+ 12.8
Motor Vehicle.....	+ 18.1	+ 24.6	+ 18.4	+ 16.8	+ 29.9	+ 28.4	+ 5.2	+ 19.0
Garage & Filling Station	+ 8.0	+ 6.8	+ 10.1	+ 3.0	+ 3.1	+ 23.6	+ 26.1	+ 8.1
Men's Clothing.....	- 1.3	+ 1.5	+ 7.7	- 9.4	+ 8.5	+ 8.4	+ 6.6	- 2.6
Family Clothing	+ 8.9	+ 13.1	+ 8.3	+ 3.8	+ 2.2	+ 13.4	+ 23.6	+ 12.2
Women's Clothing.....	+ 4.8	+ 13.8	- 0.7	+ 1.9	+ 13.7	+ 15.5	+ 14.1	+ 9.8
Shoe.....	+ 14.4	+ 21.8	+ 14.4	+ 15.3	+ 2.9	(b)	+ 10.8	+ 7.6
Hardware	+ 8.6	+ 22.8	+ 7.1	+ 8.0	- 4.2	+ 21.9	+ 11.7	+ 5.5
Lumber & Building Material....	+ 11.6	+ 29.8	+ 4.7	+ 6.9	+ 10.4	+ 7.4	+ 32.9	+ 10.7
Furniture.....	+ 19.1	+ 6.9	+ 22.4	+ 22.5	(b)	(b)	+ 12.9	+ 4.7
Appliance and Radio.....	+ 30.7	(b)	+ 32.6	+ 34.4	(b)	(b)	(b)	- 5.8
Restaurant	- 1.4	+ 4.2	- 4.5	- 3.3	+ 2.1	+ 16.2	+ 1.4	- 2.7
Coal & Wood	- 8.5	- 3.1	- 9.8	- 11.6	+ 9.1	+ 8.6	(b)	- 16.2
Drug.....	+ 4.9	+ 2.3	+ 4.8	+ 4.7	+ 9.4	+ 0.7	+ 8.4	+ 5.3
Jewellery	+ 13.8	- 7.8	+ 2.9	+ 13.7	+ 21.4	(b)	+ 6.6	+ 21.7
Tobacco.....	+ 18.4	(b)	+ 6.0	(b)	(b)	+ 6.7	(b)	- 5.5
All Others.....	+ 9.7	+ 12.0	+ 9.7	+ 10.0	+ 16.1	+ 2.0	+ 16.9	+ 1.9

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

February 1953 Over January 1953

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	- 4.8	- 8.1	- 3.9	- 7.3	- 7.4	- 3.7	- 4.9	+ 5.7
Grocery & Combination.....	- 9.4	- 2.8	- 6.5	- 11.6	- 10.7	- 14.1	- 13.4	- 9.8
Meat.....	- 8.7	(b)	- 4.6	- 11.9	(b)	(c)	- 11.2	- 11.4
Country General	- 6.4	- 19.0	- 1.0	- 3.2	- 2.5	- 12.2	- 1.2	- 5.5
Department	- 3.6	+ 5.0	- 4.7	- 1.8	- 7.2	- 11.5	- 5.2	- 2.9
Variety.....	- 0.1	+ 5.8	- 5.3	+ 0.6	+ 2.1	+ 3.4	+ 4.8	+ 6.5
Motor Vehicle.....	+ 12.7	+ 20.6	+ 11.0	- 0.8	+ 16.6	+ 11.3	+ 20.8	+ 42.7
Garage & Filling Station	- 10.2	- 30.3	- 1.7	- 10.1	- 43.5	+ 0.1	+ 5.3	- 15.3
Men's Clothing.....	- 20.6	- 8.4	- 22.5	- 14.6	- 41.9	- 38.7	- 25.4	- 23.8
Family Clothing	- 25.5	- 27.1	- 17.7	- 24.6	- 42.4	- 34.9	- 24.0	- 33.9
Women's Clothing.....	- 15.3	+ 1.6	- 6.4	- 17.9	- 12.9	- 32.7	- 20.3	- 25.3
Shoe.....	- 20.7	- 10.7	- 13.3	- 24.3	- 29.1	(b)	- 35.3	- 22.1
Hardware	- 10.8	- 19.9	- 14.5	- 15.0	- 1.4	- 16.1	- 2.6	+ 9.0
Lumber & Building Material...	- 11.8	- 1.5	+ 17.5	- 10.2	- 28.3	- 11.8	- 31.0	+ 8.8
Furniture.....	- 10.4	- 36.2	- 15.3	- 10.7	(b)	(b)	+ 14.6	+ 2.6
Appliance and Radio.....	- 16.1	- 37.8	- 9.3	- 15.5	(b)	(b)	(b)	- 17.4
Restaurant	- 5.7	+ 2.0	- 7.1	- 1.7	- 10.9	- 7.7	- 8.8	- 11.1
Coal & Wood	- 21.0	- 18.2	- 16.3	- 20.6	- 34.6	- 23.8	(b)	- 28.9
Rug.....	- 6.9	- 11.7	- 7.0	- 6.8	+ 13.6	- 18.7	- 7.8	- 8.1
Jewellery	- 5.9	- 2.7	+ 4.7	- 8.0	(b)	(b)	(b)	- 5.8
Tobacco.....	- 5.6	(b)	+ 5.4	(b)	(b)	(b)	(b)	(c)
11 Others.....	- 3.1	- 13.8	- 4.2	- 3.2	- 5.9	+ 20.9	- 3.8	+ 0.5

() Not available (c) Unchanged

February 1952 and February 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS*		
	Feb.	Feb.	Change	Jan. 31	Jan. 31	Change
	1952	1953	1953/52	1952	1953	1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	60,220	61,490	+ 2.1	172,953	197,147	+ 14.0
1. Women's and Misses' Dresses.....	2,109	1,868	- 11.4	3,458	3,957	+ 14.4
2. Women's and Misses' Coats and Suits	1,533	1,516	- 1.1	2,860	3,293	+ 15.1
3. Women's and Misses' Sportswear.....	1,394	1,462	+ 4.9	3,133	4,267	+ 36.2
4. Furs	627	813	+ 29.7	3,016	3,359	+ 11.4
5. Girls' and Infants' Wear	2,244	2,379	+ 6.0	6,529	8,495	+ 30.1
6. Lingerie and Corsets	2,608	2,664	+ 2.1	5,378	7,196	+ 33.8
7. Aprons, Housedresses and Uniforms ...	450	432	- 4.0	643	851	+ 32.3
8. Millinery	514	527	+ 2.5	934	941	+ 0.7
9. Hosiery and Apparel Accessories	2,223	2,218	- 0.2	5,656	6,152	+ 8.8
10. Women's, Misses' and Children's Shoes	2,153	2,206	+ 2.5	9,890	11,776	+ 19.1
Ladies' Apparel and Accessories.						
Total 1 - 10	15,855	16,085	+ 1.5	41,497	50,287	+ 21.2
11. Men's Clothing	1,872	1,749	- 6.6	6,590	6,715	+ 1.9
12. Men's Furnishings	2,089	2,145	+ 2.7	7,812	9,275	+ 18.7
13. Boys' Clothing and Furnishings	1,194	1,115	- 6.6	4,641	5,600	+ 20.7
14. Men's and Boys' Shoes	862	879	+ 2.0	3,769	4,513	+ 19.7
15. Food and Kindred Products.....	5,374	4,810	- 10.5	4,485	3,952	- 11.9
16. Toiletries, Cosmetics and Drugs	1,812	1,838	+ 1.4	4,058	4,730	+ 16.6
17. Photographic Equipment and Supplies..	180	203	+ 12.8	763	853	+ 11.8
18. Piece Goods	2,047	1,911	- 6.6	6,788	7,852	+ 15.7
19. Linens and Domestic	2,969	2,719	- 8.4	6,751	8,372	+ 24.0
20. Smallwares	1,636	1,512	- 7.6	4,938	5,506	+ 11.5
21. China and Glassware	811	796	- 1.8	6,882	6,815	- 1.0
22. Home Furnishings	4,299	4,604	+ 7.1	18,388	18,874	+ 2.6
23. Furniture	4,254	4,857	+ 14.2	11,336	13,030	+ 14.9
24. Major Appliances	2,437	2,840	+ 16.5	6,376	7,448	+ 16.8
25. Radio and Music	1,137	1,417	+ 24.6	3,714	4,579	+ 23.3
26. Hardware and Housewares	3,534	3,716	+ 5.1	11,146	12,444	+ 11.6
27. Jewellery	1,089	1,133	+ 4.0	6,504	6,783	+ 4.3
28. Sporting Goods and Luggage.....	1,136	1,214	+ 6.9	6,749	8,151	+ 20.8
29. Stationery, Books and Magazines	1,031	1,086	+ 5.3	2,947	3,447	+ 17.0
30. All Other Departments	4,602	4,861	+ 5.6	6,819	7,921	+ 16.2

Note. Canada totals do not include Newfoundland figures.

* 1952 sales and stocks have been revised.

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV - No. 3

\$2.00 a year

RETAIL TRADE

MARCH, 1953

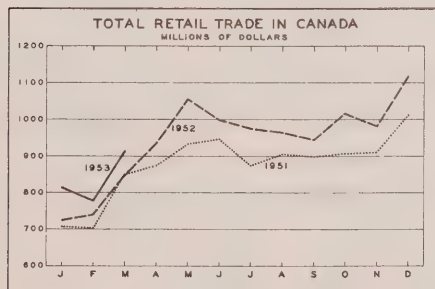


Canada's retail stores had estimated dollar sales of \$914,018,000 in March 1953, 7.7% and 17.9% above retail sales in March 1952 and February 1953, respectively. Cumulative sales for the first three months of 1953 totalled \$2,502,943,000 or 8.1% higher than sales in the first quarter of 1952.

TOTAL RETAIL TRADE IN CANADA

<u>Month</u>	<u>1952</u> \$'000	<u>1953</u> \$'000	<u>% Change</u> <u>1953/1952</u>
January	724,917	813,845	+ 12.3
February	741,157	775,080	+ 4.6
March	848,473	914,018	+ 7.7
TOTAL	2,314,547	2,502,943	+ 8.1

All regions for which information is shown in this report indicated increases in sales both for March and the three month period. Saskatchewan and Manitoba reported the largest gains of 16.3% and 11.1% during March and 13.2% and 10.8% for the first quarter. On the other hand the province of Quebec recorded the greatest increase (25.3%) over February.



Sales of Canadian motor vehicle dealers reflected the seasonal nature of this trade when they rose to \$215,448,000 in March, approximately \$56,000,000 higher than in February. This increased business

activity in the automobile trade was spread across the Dominion with gains over March 1952 ranging from 12.7% in Alberta to 51.5% in the Maritime Provinces.

The marked seasonal character of retail trade in Canada was also indicated by the high level of consumer expenditure on apparel in March. Sales made by women's clothing stores rose 44.5% over February and were 6.8% above March 1952; family clothing, shoe and men's clothing stores showed increases over February of 37.7%, 36.4% and 31.3%, respectively.

Department stores had estimated retail sales of \$77,165,000 in March 1953, an increase of 9.8% over the previous year and 25.5% above February 1953. Following the pattern set by stores specializing in the sale of clothing, department store sales of ladies' and men's apparel and accessories in March rose 55.6% over February and 12.6% over March 1952. Inventories held by department stores on February 28, 1953 were evaluated at \$223,025,000 or 16.8% higher than on the same date last year.

Chain Office-and-Store Appliance Dealers' Sales

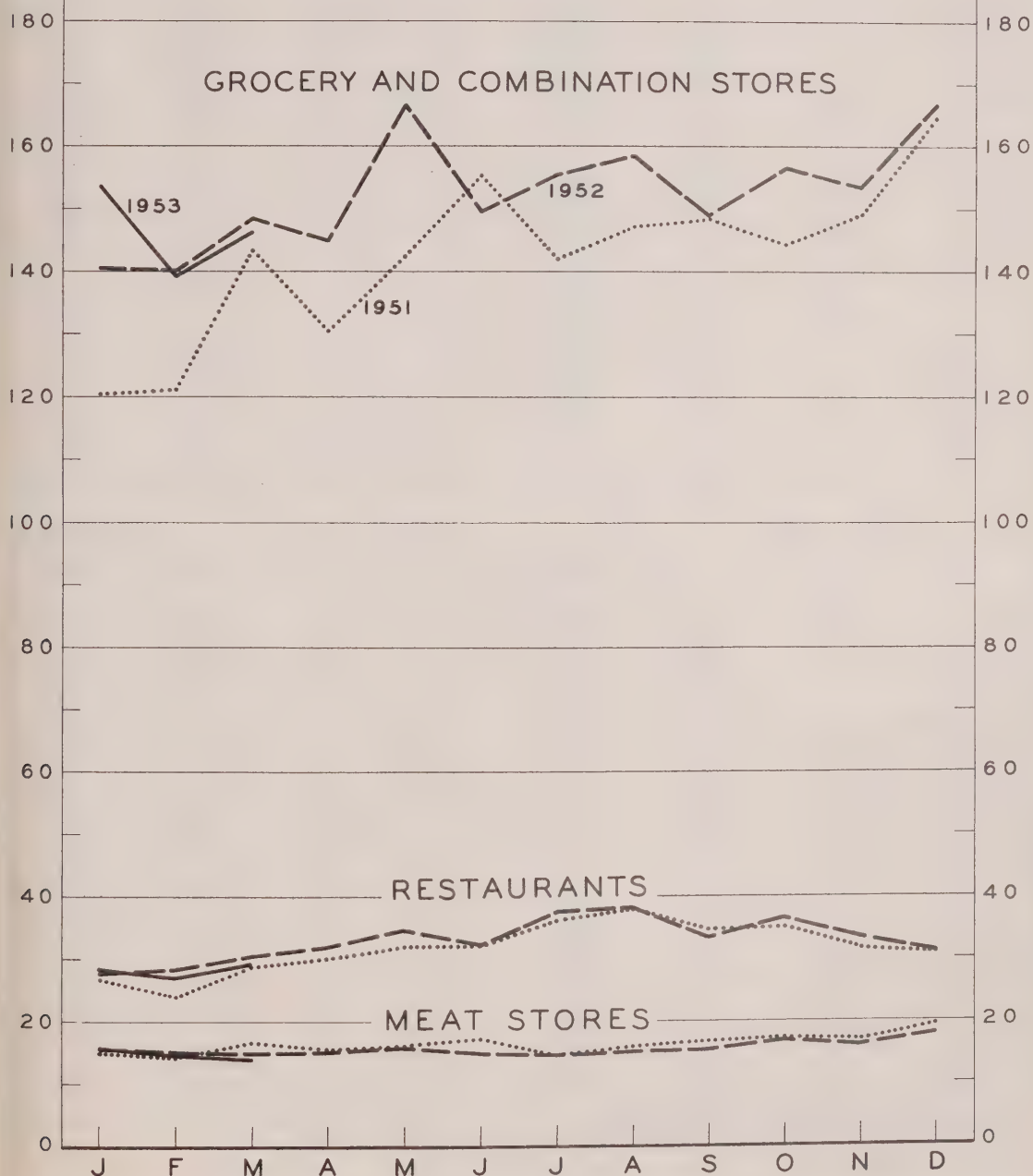
<u>Province</u>	<u>March 1952 \$'000</u>	<u>March 1953 \$'000</u>	<u>% Change Mar. 1953/52</u>
CANADA	4,824	6,057	+ 25.6
Maritime Provinces	173	222	+ 28.3
Quebec	1,110	1,337	+ 20.5
Ontario	2,359	3,003	+ 27.3
Manitoba	295	405	+ 37.3
Saskatchewan	142	162	+ 14.1
Alberta	286	411	+ 43.7
British Columbia	459	517	+ 12.6

MONTHLY SALES FOOD TRADES

MILLION
DOLLARS

MILLION
DOLLARS

GROCERY AND COMBINATION STORES



MARCH, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	914,018	142,248	771,770	60,727
2	Grocery and Combination	146,331	58,576	87,755	12,162
3	Meat	14,145	551	13,595	(b)
4	Country General	37,206	1,377	35,829	4,917
5	Department	77,165	-	77,165	4,995
6	Variety	14,172	12,298	1,874	1,412
7	Motor Vehicle	215,448	2,172	213,276	11,242
8	Garage & Filling Station	42,053	243	41,810	2,970
9	Men's Clothing	14,539	2,403	12,136	1,035
10	Family Clothing	13,749	2,716	11,034	1,774
11	Women's Clothing	18,261	3,265	14,996	1,021
12	Shoe	7,573	2,894	4,679	752
13	Hardware	14,169	897	13,271	708
14	Lumber & Building Material	25,359	4,771	20,588	504
15	Furniture	16,229	3,323	12,906	919
16	Appliance & Radio	14,143	3,789	10,354	954
17	Restaurant	29,319	2,376	26,943	1,415
18	Coal & Wood	17,297	387	16,910	1,262
19	Drug	20,324	2,708	17,615	1,461
20	Jewellery	5,588	1,943	3,645	365
21	Tobacco	7,413	1,300	6,114	(b)
22	All Others	163,535	34,259	129,275	10,346
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	52,784	5,738	47,046	53,035
24	Grocery & Combination	6,006	2,409	3,597	5,226
25	Meat	435	-	435	553
26	Country General	2,778	125	2,652	6,018
27	Department	10,925	-	10,925	4,106
28	Variety	351	351	-	434
29	Motor Vehicle	12,133	(a)	(a)	14,550
30	Garage & Filling Station	1,702	(a)	(a)	(b)
31	Men's Clothing	469	88	381	619
32	Family Clothing	402	(a)	(a)	799
33	Women's Clothing	618	179	438	769
34	Shoe	200	52	148	(b)
35	Hardware	616	(a)	(a)	941
36	Lumber & Building Material	1,848	352	1,496	1,844
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio	(b)	(b)	(b)	(b)
39	Restaurant	2,161	113	2,048	1,694
40	Coal & Wood	1,199	-	1,199	1,053
41	Drug	1,188	(a)	(a)	1,119
42	Jewellery	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others	8,446	1,593	6,854	9,111

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

MARCH, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
9,146	51,581	219,785	30,013	189,772	349,352	67,493	281,859	1
2,026	10,136	41,696	12,270	29,427	59,503	32,541	26,961	2
(b)	(b)	4,194	-	4,194	5,018	465	4,554	3
190	4,726	8,359	321	8,038	6,419	374	6,045	4
-	4,995	13,053	-	13,053	27,808	-	27,808	5
1,253	159	4,227	3,297	931	6,342	5,702	640	6
(a)	(a)	48,598	(a)	(a)	80,707	912	79,796	7
(a)	(a)	8,082	(a)	(a)	18,972	(a)	(a)	8
(a)	(a)	3,815	443	3,373	6,325	1,430	4,895	9
246	1,528	5,039	1,084	3,954	4,089	620	3,469	10
97	924	6,399	744	5,655	6,483	1,378	5,105	11
(a)	(a)	2,381	839	1,542	3,159	1,599	1,560	12
(a)	(a)	3,478	560	2,919	4,935	184	4,751	13
-	504	3,401	256	3,145	10,981	1,026	9,955	14
(a)	(a)	5,112	1,582	3,529	7,101	1,355	5,746	15
87	867	(b)	(b)	(b)	7,053	1,423	5,629	16
(a)	(a)	5,807	647	5,160	11,434	979	10,455	17
-	1,262	4,873	-	4,873	8,255	387	7,868	18
134	1,326	4,740	383	4,356	8,373	1,310	7,063	19
132	233	1,365	347	1,017	1,965	762	1,203	20
(a)	(a)	1,693	404	1,289	4,173	(a)	(a)	21
3,902	6,444	40,206	5,359	34,847	60,257	14,454	45,802	22
Saskatchewan		Alberta			British Columbia			
5,919	47,116	71,529	10,034	61,495	106,817	13,908	92,909	23
1,485	3,741	7,882	2,997	4,885	13,856	4,848	9,008	24
(a)	(a)	1,288	(a)	(a)	2,353	(a)	(a)	25
(a)	(a)	5,160	(a)	(a)	3,556	241	3,315	26
-	4,106	5,902	-	5,902	10,376	-	10,376	27
434	-	713	634	79	693	627	66	28
(a)	(a)	12,871	(a)	(a)	35,346	(a)	(a)	29
(b)	(b)	3,721	-	3,721	3,969	(a)	(a)	30
(a)	(a)	1,113	157	956	1,164	131	1,032	31
(a)	(a)	699	316	382	949	(a)	(a)	32
182	587	1,108	207	901	1,863	477	1,386	33
(a)	(a)	362	108	254	549	122	426	34
-	941	2,034	(a)	(a)	(b)	(b)	(b)	35
1,131	713	4,081	1,710	2,371	2,700	297	2,403	36
(b)	(b)	1,155	-	1,155	1,309	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	847	295	552	38
(a)	(a)	2,573	70	2,503	4,235	509	3,726	39
-	1,053	(b)	(b)	(b)	620	-	620	40
(a)	(a)	1,417	206	1,211	2,026	546	1,479	41
(a)	(a)	(b)	(b)	(b)	830	273	557	42
(a)	(a)	(b)	(a)	(a)	697	183	514	43
1,701	7,410	17,748	2,692	15,056	17,422	4,557	12,864	44

Estimated Retail Trade -- By Provinces and Kinds of Business

MARCH, 1953

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	914,018	60,727	219,785	349,352	52,784	53,035	71,529	106,817
Grocery & Combination	146,331	12,162	41,696	59,503	6,006	5,226	7,882	13,856
Meat	14,145	(b)	4,194	5,018	435	553	1,288	2,353
Country General	37,206	4,917	8,359	6,419	2,778	6,018	5,160	3,556
Department	77,165	4,995	13,053	27,808	10,925	4,106	5,902	10,376
Variety	14,172	1,412	4,227	6,342	351	434	713	693
Motor Vehicle	215,448	11,242	48,598	80,707	12,133	14,550	12,871	35,346
Garage & Filling Station	42,053	2,970	8,082	18,972	1,702	(b)	3,721	3,969
Men's Clothing	14,539	1,035	3,815	6,325	469	619	1,113	1,164
Family Clothing	13,749	1,774	5,039	4,089	402	799	699	949
Women's Clothing	18,261	1,021	6,399	6,483	618	769	1,108	1,863
Shoe	7,573	752	2,381	3,159	200	(b)	362	549
Hardware	14,169	708	3,478	4,935	616	941	2,034	(b)
Lumber & Building Material	25,359	504	3,401	10,981	1,848	1,844	4,081	2,700
Furniture	16,229	919	5,112	7,101	(b)	(b)	1,155	1,309
Appliance & Radio	14,143	954	(b)	7,053	(b)	(b)	847	4,235
Restaurant	29,319	1,415	5,807	11,434	2,161	1,694	2,573	4,235
Coal & Wood	17,297	1,262	4,873	8,255	1,199	1,053	(b)	620
Drug	20,324	1,461	4,740	8,373	1,188	1,119	1,417	2,026
Jewellery	5,588	365	1,365	1,965	(b)	(b)	(b)	830
Tobacco	7,413	(b)	1,693	4,173	(b)	(b)	(b)	697
All Others	163,535	10,346	40,206	60,257	8,446	9,111	17,748	17,422

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

7

(Without Adjustment for Price Changes)

MARCH 1953 OVER MARCH 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 7.7	+ 5.2	+ 7.9	+ 7.2	+ 11.1	+ 16.3	+ 7.5	+ 5.2
Grocery & Combination.....	- 1.5	- 5.0	- 1.4	- 0.8	+ 0.4	- 2.0	- 2.8	- 2.0
Meat.....	- 5.9	(b)	- 5.3	- 5.2	- 6.2	- 8.6	- 4.5	- 9.3
Country General	- 6.3	- 5.3	- 12.3	- 6.5	- 4.3	- 0.9	- 5.9	- 3.3
Department	+ 9.8	+ 10.9	+ 9.9	+ 10.2	+ 9.1	+ 19.6	+ 12.9	+ 4.0
Variety.....	+ 4.6	+ 2.1	+ 2.7	+ 4.0	+ 10.7	+ 11.0	+ 16.5	+ 10.7
Motor Vehicle.....	+ 24.2	+ 51.5	+ 22.2	+ 25.8	+ 29.1	+ 28.9	+ 12.7	+ 17.5
Garage & Filling Station	+ 8.1	+ 4.8	+ 9.4	+ 6.2	+ 3.1	(b)	+ 12.4	- 2.0
Men's Clothing.....	(c)	- 12.2	+ 10.3	- 3.3	- 1.1	+ 3.2	+ 1.6	- 2.9
Family Clothing	+ 10.1	+ 5.0	+ 13.2	+ 16.9	- 1.7	+ 10.4	+ 7.9	- 11.3
Women's Clothing.....	+ 6.8	+ 5.6	+ 4.1	+ 9.1	+ 3.2	+ 7.9	+ 16.1	+ 4.7
Shoe.....	+ 2.4	+ 14.8	- 1.9	+ 2.0	+ 7.5	(b)	+ 14.6	- 3.0
Hardware	+ 8.9	+ 11.1	+ 10.7	+ 8.1	- 14.4	+ 2.2	+ 25.9	(b)
Lumber & Building Material....	+ 12.1	+ 24.1	+ 29.3	+ 8.3	+ 1.8	+ 24.5	+ 19.6	- 1.4
Furniture.....	+ 10.0	- 5.1	+ 19.6	+ 7.6	(b)	(b)	+ 13.5	- 7.1
Appliance and Radio.....	+ 18.6	+ 18.5	(b)	+ 22.6	(b)	(b)	(b)	- 10.3
Restaurant	- 3.9	- 5.9	- 9.1	- 3.6	+ 2.3	+ 6.8	- 5.8	- 2.2
Coal & Wood	- 7.7	- 15.2	- 2.3	- 12.9	+ 6.9	+ 15.6	(b)	- 8.6
Rug.....	+ 0.9	- 5.5	+ 2.9	- 0.5	+ 1.5	+ 6.6	+ 5.5	+ 0.9
Jewellery	+ 9.0	- 12.9	+ 10.9	+ 12.8	(b)	(b)	(b)	+ 7.5
Tobacco.....	- 4.2	(b)	- 11.6	- 1.0	(b)	(b)	(b)	- 7.7
All Others.....	+ 7.0	- 4.3	+ 11.1	+ 3.0	+ 20.3	+ 24.0	+ 9.7	+ 4.1

(b) Not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

JANUARY TO MARCH 1953

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	2,502,943	167,159	577,801	974,964	146,358	139,559	201,851	295,273
Grocery & Combination	439,529	36,840	126,831	178,274	17,439	15,265	24,076	40,804
Meat	44,419	(b)	13,120	16,022	1,342	1,643	3,597	7,683
Country General	106,701	13,956	21,610	19,260	9,056	17,638	15,243	9,942
Department	202,465	12,384	32,559	73,493	29,190	10,514	15,882	28,443
Variety	38,093	3,707	11,254	17,220	939	1,209	1,903	1,862
Motor Vehicle	515,929	23,703	101,837	201,490	29,625	31,438	35,281	92,553
Garage & Filling Station	120,847	8,031	24,515	54,005	5,076	(b)	11,715	11,217
Men's Clothing	39,558	3,095	9,546	16,542	1,528	1,864	3,700	3,287
Family Clothing	37,143	4,749	11,923	10,999	1,198	2,706	2,172	3,399
Women's Clothing	45,820	3,031	14,151	16,389	1,574	2,265	3,492	4,919
Shoe	20,130	1,869	5,637	9,000	523	(b)	1,019	1,602
Hardware	38,423	1,954	9,108	13,772	2,135	2,609	5,051	3,794
Lumber & Building Material	72,198	1,544	8,434	31,282	5,855	5,695	12,367	7,021
Furniture	44,086	2,754	12,534	20,214	(b)	(b)	3,239	3,560
Appliance & Radio	46,751	(b)	8,939	23,758	(b)	(b)	(b)	2,810
Restaurant	84,735	3,898	16,794	33,192	5,932	4,935	7,427	12,558
Coal & Wood	59,255	4,280	17,205	27,380	4,258	3,672	(b)	2,281
Drug	61,001	4,359	13,724	25,443	3,794	3,300	4,323	6,054
Jewellery	16,004	959	3,860	5,879	(b)	(b)	(b)	2,316
Tobacco	24,563	(b)	5,392	(b)	(b)	(b)	(b)	2,145
All Others	445,293	31,318	108,828	166,868	22,806	22,895	45,557	47,023

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

JANUARY TO MARCH 1953 OVER JANUARY TO MARCH 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 8.1	+ 8.4	+ 6.7	+ 8.0	+ 10.8	+ 13.2	+ 10.2	+ 6.5
Grocery & Combination.....	+ 2.4	+ 3.1	+ 1.3	+ 3.5	+ 2.5	- 0.2	+ 4.0	+ 0.4
Meat.....	- 3.3	(b)	- 6.4	- 0.3	- 6.6	- 1.7	- 6.1	- 3.4
Country General	- 4.4	- 2.1	- 14.0	- 5.7	- 4.8	+ 4.2	- 0.7	- 1.2
Department	+ 9.1	+ 9.7	+ 8.7	+ 9.6	+ 7.6	+ 12.5	+ 14.3	+ 5.3
Variety.....	+ 8.7	+ 13.1	+ 6.6	+ 7.4	+ 12.1	+ 15.4	+ 17.7	+ 12.0
Motor Vehicle.....	+ 20.6	+ 36.1	+ 20.2	+ 20.3	+ 29.6	+ 28.6	+ 7.8	+ 18.4
Garage & Filling Station	+ 8.0	+ 6.0	+ 9.9	+ 4.1	+ 3.1	(b)	+ 21.4	+ 4.3
Men's Clothing.....	- 0.9	- 3.6	+ 8.7	- 7.1	+ 5.4	+ 6.6	+ 5.1	- 2.7
Family Clothing	+ 9.4	+ 9.9	+ 10.4	+ 8.3	+ 0.8	+ 12.5	+ 18.0	+ 4.5
Women's Clothing.....	+ 5.6	+ 10.9	+ 1.4	+ 4.6	+ 9.3	+ 12.8	+ 14.8	+ 7.8
Shoe.....	+ 9.6	+ 18.9	+ 6.9	+ 10.3	+ 4.6	(b)	+ 12.1	+ 3.7
Hardware	+ 8.7	+ 18.3	+ 8.4	+ 8.0	- 7.4	+ 14.0	+ 17.0	+ 4.7
Lumber & Building Material....	+ 11.8	+ 27.9	+ 13.4	+ 7.4	+ 7.5	+ 12.4	+ 28.2	+ 5.7
Furniture.....	+ 15.6	+ 2.6	+ 21.2	+ 16.8	(b)	(b)	+ 13.1	+ 0.1
Appliance and Radio.....	+ 26.8	(b)	+ 30.9	+ 30.7	(b)	(b)	(b)	- 7.2
Restaurant	- 2.3	+ 0.3	- 6.2	- 3.4	+ 2.1	+ 12.8	- 1.2	- 2.5
Coal & Wood	- 8.3	- 7.0	- 7.8	- 12.0	+ 8.4	+ 10.5	(b)	- 14.2
Drug.....	+ 3.6	- 0.4	+ 4.1	+ 2.9	+ 6.8	+ 2.6	+ 7.5	+ 3.8
Jewellery	+ 9.9	- 9.8	+ 5.6	+ 13.4	(b)	(b)	(b)	+ 16.2
Tobacco.....	+ 10.5	(b)	- 0.3	(b)	(b)	(b)	(b)	- 6.2
All Others.....	+ 8.7	+ 6.0	+ 10.2	+ 7.4	+ 17.6	+ 9.7	+ 14.0	+ 2.7

(b) Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

MARCH 1953 OVER FEBRUARY 1953

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 17.9	+ 19.2	+ 25.3	+ 16.1	+ 17.3	+ 25.0	+ 12.6	+ 10.3
Grocery & Combination.....	+ 5.0	(c)	+ 1.4	+ 6.8	+ 11.4	+ 12.7	+ 4.9	+ 8.4
Meat.....	- 2.1	(b)	- 3.8	- 2.6	- 3.8	+ 1.5	+ 18.6	- 6.0
Country General	+ 10.7	+ 21.5	+ 26.8	+ 1.6	- 10.4	+ 10.8	+ 3.0	+ 14.6
Department	+ 25.5	+ 32.0	+ 37.2	+ 22.9	+ 24.3	+ 36.5	+ 21.5	+ 16.6
Variety.....	+ 18.5	+ 19.7	+ 23.7	+ 16.3	+ 18.2	+ 10.2	+ 17.1	+ 14.9
Motor Vehicle.....	+ 35.3	+ 65.0	+ 73.5	+ 34.2	+ 28.8	+ 63.5	+ 5.0	+ 5.1
Garage & Filling Station	+ 12.8	+ 42.9	- 0.8	+ 14.4	+ 39.7	(b)	- 9.2	+ 19.4
Men's Clothing.....	+ 31.3	+ 5.1	+ 52.5	+ 34.4	+ 20.6	+ 30.9	+ 0.7	+ 26.8
Family Clothing	+ 37.7	+ 41.5	+ 62.1	+ 37.6	+ 38.1	+ 6.3	+ 9.9	- 2.7
Women's Clothing.....	+ 44.5	+ 0.8	+ 70.7	+ 45.2	+ 38.9	+ 27.7	+ 4.8	+ 42.5
Shoe.....	+ 36.4	+ 42.7	+ 57.5	+ 25.5	+ 49.3	(b)	+ 40.3	+ 19.1
Hardware	+ 23.9	+ 27.8	+ 34.0	+ 21.6	- 18.3	+ 23.7	+ 36.6	(b)
Lumber & Building Material....	+ 15.5	- 2.3	+ 25.1	+ 14.3	+ 10.5	+ 2.2	+ 20.6	+ 19.9
Furniture.....	+ 23.3	+ 28.5	+ 50.2	+ 14.8	(b)	(b)	+ 3.8	+ 14.8
Appliance and Radio.....	- 4.9	(b)	(b)	- 7.8	(b)	(b)	(b)	- 4.6
Restaurant	+ 9.0	+ 12.8	+ 9.8	+ 6.0	+ 21.6	+ 8.9	+ 11.1	+ 8.1
Coal & Wood	- 6.6	- 7.1	- 13.3	- 2.5	- 0.8	- 7.1	(b)	- 10.1
Drug.....	+ 3.6	+ 7.5	+ 9.5	+ 1.7	- 14.3	+ 14.2	+ 1.6	+ 5.0
Jewellery	+ 10.6	+ 24.6	+ 7.0	+ 4.8	(b)	(b)	(b)	+ 15.1
Tobacco.....	- 11.0	(b)	- 10.8	- 15.1	(b)	(b)	(b)	- 3.7
All Others.....	+ 17.9	+ 6.5	+ 19.7	+ 14.9	+ 21.4	+ 20.8	+ 30.1	+ 17.4

(b) Not available (c) Unchanged

March 1952 and March 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES*			STOCKS*		
	March 1952	March 1953	Change 1953/52	Feb. 29 1952	Feb. 28 1953	Change 1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	70,213	77,165	+ 9.9	190,960	223,025	+ 16.8
1. Women's and Misses' Dresses	2,536	2,611	+ 3.0	4,443	5,056	+ 13.8
2. Women's and Misses' Coats and Suits	3,297	3,973	+ 20.5	4,305	5,166	+ 20.0
3. Women's and Misses' Sportswear	1,521	1,688	+ 11.0	3,928	5,210	+ 32.6
4. Furs	628	858	+ 36.6	3,381	3,721	+ 10.1
5. Girls' and Infants' Wear	3,605	4,473	+ 24.1	7,528	10,729	+ 42.5
6. Lingerie and Corsets	2,699	2,956	+ 9.5	6,004	8,359	+ 39.2
7. Aprons, Housedresses and Uniforms	588	581	- 1.2	741	1,035	+ 39.7
8. Millinery	992	1,189	+ 19.9	1,293	1,429	+ 10.5
9. Hosiery and Apparel Accessories	2,830	3,145	+ 11.1	6,612	7,814	+ 18.2
10. Women's, Misses' and Children's Shoes	3,239	3,657	+ 12.9	11,279	14,109	+ 25.1
Ladies' Apparel and Accessories.						
Total 1 - 10	21,935	25,131	+ 14.6	49,514	62,628	+ 26.5
11. Men's Clothing	2,606	2,893	+ 11.0	7,195	7,562	+ 5.1
12. Men's Furnishings	2,505	2,618	+ 4.5	8,835	11,124	+ 25.9
13. Boys' Clothing and Furnishings	2,106	2,326	+ 10.4	5,329	6,680	+ 25.4
14. Men's and Boys' Shoes	1,216	1,217	+ 0.1	4,073	5,174	+ 27.0
15. Food and Kindred Products	5,455	5,035	- 7.7	4,701	4,059	- 13.7
16. Toiletries, Cosmetics and Drugs	1,774	1,852	+ 4.4	4,392	4,990	+ 13.6
17. Photographic Equipment and Supplies ..	185	224	+ 21.1	791	854	+ 8.0
18. Piece Goods	2,254	2,216	- 1.7	7,756	8,601	+ 10.9
19. Linens and Domestic Goods	2,251	2,407	+ 6.9	7,411	9,477	+ 27.9
20. Smallwares	1,593	1,578	- 0.9	5,437	5,479	+ 0.8
21. China and Glassware	779	795	+ 2.1	7,385	7,164	- 3.0
22. Home Furnishings	4,725	5,205	+ 10.2	19,299	20,497	+ 6.2
23. Furniture	3,863	4,459	+ 15.4	12,171	14,208	+ 16.7
24. Major Appliances	2,622	3,182	+ 21.4	6,322	8,274	+ 30.9
25. Radio and Music	1,082	1,384	+ 27.9	3,710	4,654	+ 25.4
26. Hardware and Housewares	4,057	4,568	+ 12.6	11,892	13,020	+ 9.5
27. Jewellery	1,121	1,171	+ 4.5	6,868	7,225	+ 5.2
28. Sporting Goods and Luggage	1,490	1,736	+ 16.5	7,345	8,905	+ 21.2
29. Stationery, Books and Magazines	993	1,094	+ 10.2	3,079	3,484	+ 13.2
30. All Other Departments	5,601	6,074	+ 8.4	7,455	8,966	+ 20.3

Note. Canada totals do not include Newfoundland figures.

• 1952 sales and stocks have been revised.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January-to-March 1952 and January-to-March 1953

Department	SALES		
	Jan.-to-March 1952	Jan.-to-March 1953	Change 1953/1952
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	185,592	202,465	+ 9.1
1. Women's and Misses' Dresses.....	6,224	6,197	- 0.4
2. Women's and Misses' Coats and Suits.....	5,953	6,814	+ 14.5
3. Women's and Misses' Sportswear.....	4,182	4,586	+ 9.7
4. Furs.....	2,627	3,494	+ 33.0
5. Girls' and Infants' Wear.....	7,684	8,886	+ 15.6
6. Lingerie and Corsets.....	7,658	8,237	+ 7.6
7. Aprons, Housedresses and Uniforms.....	1,473	1,484	+ 0.7
8. Millinery.....	1,843	2,128	+ 15.5
9. Hosiery and Apparel Accessories.....	6,912	7,466	+ 8.0
10. Women's, Misses' and Children's Shoes.....	7,089	7,816	+ 10.3
Ladies' Apparel and Accessories.			
Total 1 - 10.....	51,645	57,108	+ 10.6
11. Men's Clothing.....	6,442	6,760	+ 4.9
12. Men's Furnishings.....	6,746	7,179	+ 6.4
13. Boys' Clothing and Furnishings.....	4,592	4,734	+ 3.1
14. Men's and Boys' Shoes.....	2,835	2,966	+ 4.6
15. Food and Kindred Products.....	15,935	14,657	- 8.0
16. Toiletries, Cosmetics and Drugs.....	5,259	5,589	+ 6.3
17. Photographic Equipment and Supplies.....	524	628	+ 19.8
18. Piece Goods.....	6,660	6,541	- 1.8
19. Linens and Domestics.....	8,973	9,166	+ 2.2
20. Smallwares.....	4,904	4,852	- 1.1
21. China and Glassware.....	2,253	2,362	+ 4.8
22. Home Furnishings.....	12,123	13,783	+ 13.7
23. Furniture.....	11,853	14,169	+ 19.5
24. Major Appliances.....	6,862	9,091	+ 32.5
25. Radio and Music.....	3,272	4,365	+ 33.4
26. Hardware and Housewares.....	10,452	11,666	+ 11.6
27. Jewellery.....	3,126	3,365	+ 7.6
28. Sporting Goods and Luggage.....	3,587	4,174	+ 16.4
29. Stationery, Books and Magazines.....	2,964	3,325	+ 12.2
30. All Other Departments.....	14,585	15,985	+ 9.6

Note. Canada totals do not include Newfoundland figures.

6505-501

8-5-53



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

Government
Publications

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV - No. 4

\$2.00 a year

RETAIL TRADE

APRIL, 1953

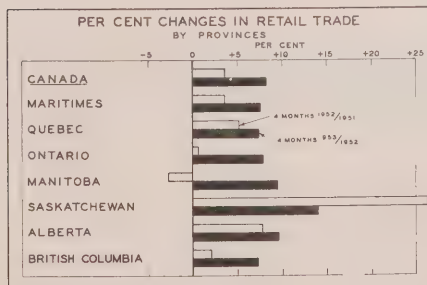
Total retail sales in April 1953 exceeded the one billion dollar mark to record gains of 8.6% over April 1952 and 11.2% over March. Cumulative sales for the first four months of 1953 equalled \$3,518,924,000 or 8.3% higher than sales in the corresponding period last year.

TOTAL RETAIL TRADE IN CANADA

Month	1952 \$'000	1953 \$'000	% Change 1953/1952
January	724,917	813,845	+ 12.3
February	741,157	775,080	+ 4.6
March	848,473	914,018	+ 7.7
April	935,426	1,015,981	+ 8.6
TOTAL	3,249,973	3,518,924	+ 8.3

All regions showed gains in retail trade in April 1953 when compared with April 1952. For the third consecutive month Saskatchewan reported a greater increase in retail sales over

the previous year (15.7%) than any other area. Primarily responsible for the continuing high level of sales in Saskatchewan were the following trades: grocery and combination stores (+13.1%), department stores (+15.5%), motor vehicle dealers (+22.6%), lumber and building material dealers (+66.7%), and coal and wood yards (+82.7%).



Compared with a year earlier, sales turnover of ladies' and men's wearing apparel was generally lower in April (see chart on page 3). Thus, men's, family, and women's clothing stores reported decreases of 7.6%, 8.0%, and 2.5% respectively, and department store sales of ladies' apparel and accessories dropped 2.2%. Signs of an accumulation of inventories in the apparel trades are also beginning to appear. Although little information is available on inventories held by independent retail stores it is estimated that stocks held by chain women's clothing stores on March 31, 1953 were 22.1% higher than on March 31, 1952 and 16.5% above February 28, 1953.* Stocks of ladies' apparel and accessories on hand in department stores on March 31, were 20.4% above those held last year and the value of inventories in the men's clothing, men's furnishings and boys' clothing and furnishings departments rose 8.4%, 27.2%, and 23.3% over March 31, 1952.

Unlike the apparel trades, stores dealing with consumer durables continued to show a high level of sales activity in April 1953. Motor vehicle dealers reported a 21.9% gain over last year and an increase of 19.1% over March. Sales made by furniture and appliance and radio stores were 22.5% and 18.9% higher than in April 1952.

Chain Office-and-Store Appliance Dealers' Sales

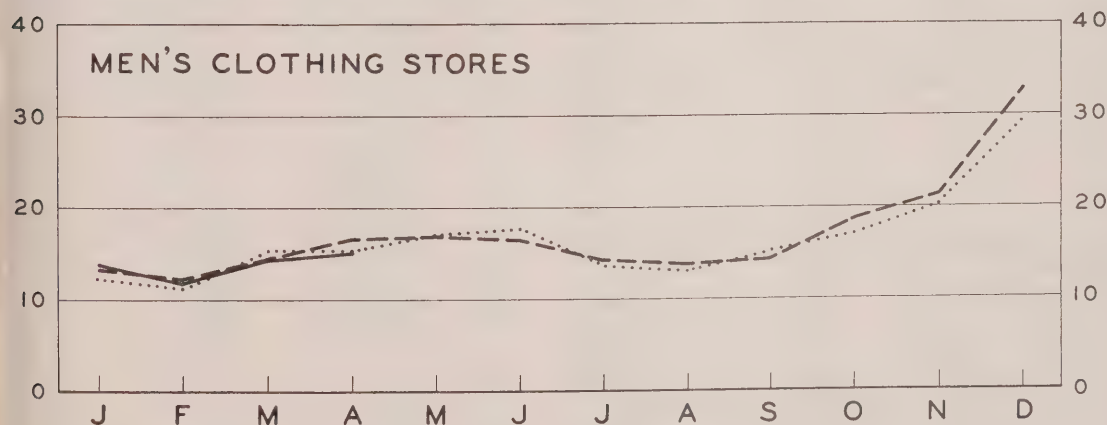
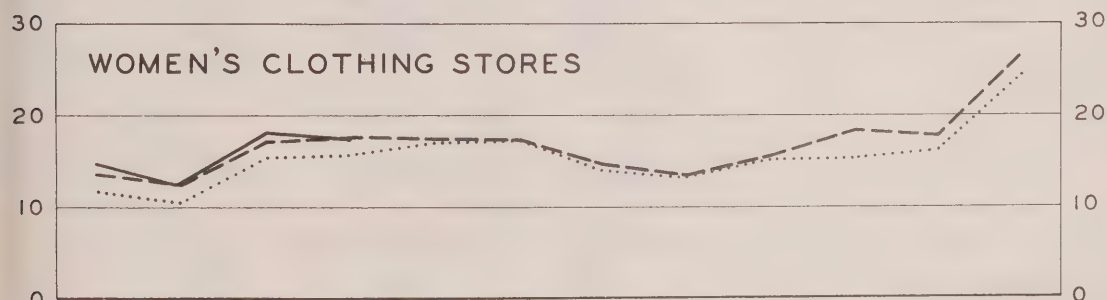
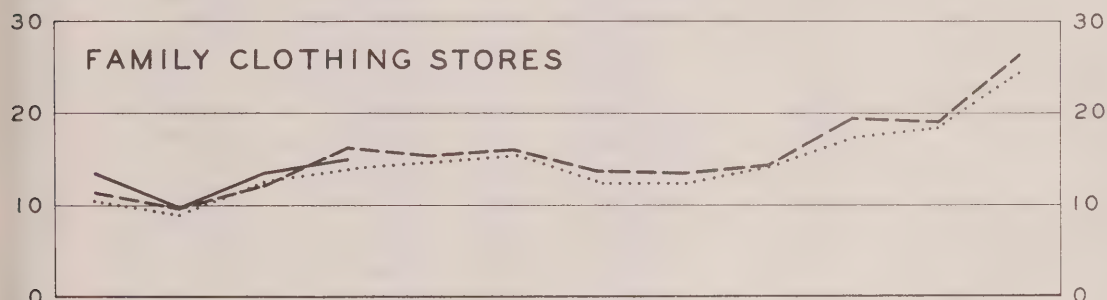
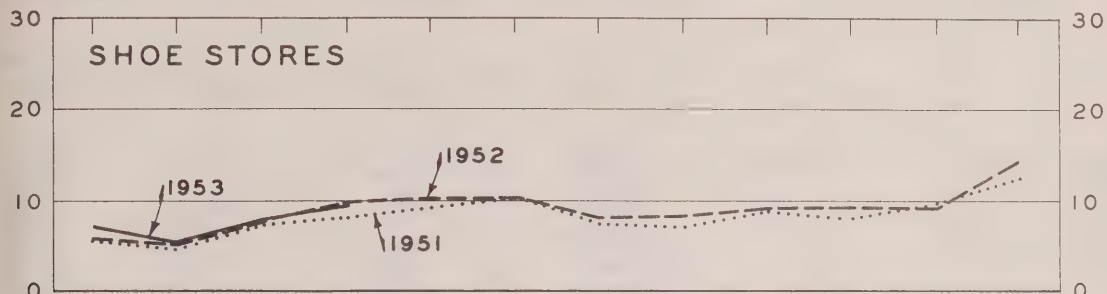
<u>Province</u>	<u>April 1952 \$'000</u>	<u>April 1953 \$'000</u>	<u>% Change April 1953/52</u>
CANADA	5,101	5,721	+ 12.2
Maritime Provinces	206	208	+ 1.0
Quebec	1,204	1,292	+ 7.3
Ontario	2,437	2,802	+ 15.0
Manitoba	357	397	+ 11.2
Saskatchewan	112	200	+ 78.6
Alberta	347	370	+ 6.6
British Columbia	438	452	+ 3.2

* Chain Store Sales and Stocks, April, 1953: Industry and Merchandising Division, Dominion Bureau of Statistics.

MONTHLY SALES APPAREL STORES

MILLION
DOLLARS

MILLION
DOLLARS



Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

4

April, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	1,015,981	155,837	860,144	67,496
2	Grocery and Combination.....	152,151	59,770	92,381	12,665
3	Meat	15,835	628	15,207	(b)
4	Country General	41,295	1,550	39,745	5,300
5	Department	78,316	-	78,316	5,576
6	Variety.....	16,811	14,575	2,236	1,774
7	Motor Vehicle	256,573	2,513	254,061	13,312
8	Garage & Filling Station.....	50,040	265	49,775	2,909
9	Men's Clothing	15,398	2,067	13,331	1,246
10	Family Clothing	15,139	3,151	11,988	1,879
11	Women's Clothing	17,479	3,741	13,738	1,237
12	Shoe	9,555	3,712	5,843	913
13	Hardware	16,471	1,027	15,444	932
14	Lumber & Building Material	30,189	5,341	24,849	571
15	Furniture	17,353	4,032	13,320	1,383
16	Appliance & Radio.....	15,401	3,888	11,513	(b)
17	Restaurant	31,172	2,454	28,717	(b)
18	Coal & Wood.....	11,823	278	11,545	696
19	Drug	20,484	2,871	17,613	1,491
20	Jewellery.....	5,772	1,917	3,855	310
21	Tobacco	7,863	1,288	6,575	(b)
22	All Others.....	190,861	40,769	150,092	12,329
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	60,755	6,437	54,318	73,668
24	Grocery & Combination.....	6,216	2,479	3,736	5,846
25	Meat	553	-	553	672
26	Country General.....	3,173	143	3,031	7,294
27	Department.....	11,602	-	11,602	4,507
28	Variety	436	436	-	530
29	Motor Vehicle	14,139	(a)	(a)	20,702
30	Garage & Filling Station	2,627	(a)	(a)	(b)
31	Men's Clothing.....	540	64	477	758
32	Family Clothing.....	608	(a)	(a)	1,146
33	Women's Clothing	773	188	585	1,058
34	Shoe	276	69	207	(b)
35	Hardware	977	(a)	(a)	1,365
36	Lumber & Building Material	2,421	446	1,975	2,792
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	2,174	116	2,059	1,840
40	Coal & Wood.....	697	-	697	707
41	Drug	1,204	(a)	(a)	1,188
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	10,887	1,977	8,910	17,213

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

April, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
10,502	56,994	242,932	33,165	209,767	376,968	72,066	304,902	1
2,103	10,563	44,446	12,575	31,872	60,296	32,931	27,365	2
(b)	(b)	4,944	-	4,944	5,381	539	4,842	3
279	5,021	9,046	347	8,699	6,872	399	6,473	4
-	5,576	12,698	-	12,698	27,768	-	27,768	5
1,574	200	5,135	4,005	1,131	7,330	6,590	739	6
(a)	(a)	62,012	(a)	(a)	90,834	1,023	89,811	7
(a)	(a)	10,080	(a)	(a)	21,310	(a)	(a)	8
(a)	(a)	3,804	345	3,459	6,523	1,303	5,220	9
223	1,656	4,948	1,357	3,591	4,241	710	3,531	10
116	1,122	4,830	895	3,935	6,365	1,582	4,783	11
(a)	(a)	2,992	1,037	1,954	3,978	2,085	1,893	12
(a)	(a)	3,858	567	3,292	5,938	244	5,694	13
-	571	4,362	328	4,034	13,392	761	12,631	14
(a)	(a)	5,455	2,020	3,435	7,447	1,467	5,980	15
(b)	(b)	(b)	(b)	(b)	7,495	1,198	6,297	16
(a)	(a)	5,798	635	5,163	11,843	1,045	10,798	17
-	696	3,125	-	3,125	5,922	278	5,643	18
139	1,353	4,462	360	4,102	8,585	1,364	7,221	19
100	210	1,671	381	1,290	2,020	790	1,230	20
(a)	(a)	1,795	399	1,396	4,480	(a)	(a)	21
4,462	7,867	44,716	6,500	38,216	68,948	17,168	51,780	22
Saskatchewan		Alberta			British Columbia			
7,535	66,133	78,036	11,177	66,859	116,132	14,970	101,162	23
1,618	4,228	8,382	3,099	5,283	14,300	4,965	9,334	24
(a)	(a)	1,295	(a)	(a)	2,631	(a)	(a)	25
(a)	(a)	6,130	(a)	(a)	3,480	232	3,249	26
-	4,507	5,792	-	5,792	10,373	-	10,373	27
530	-	837	745	93	769	695	73	28
(a)	(a)	15,870	(a)	(a)	39,705	(a)	(a)	29
(b)	(b)	4,967	-	4,967	4,543	(a)	(a)	30
(a)	(a)	1,378	136	1,241	1,151	104	1,047	31
(a)	(a)	797	328	469	1,520	(a)	(a)	32
206	852	1,343	219	1,124	1,873	536	1,337	33
(a)	(a)	511	142	369	646	148	498	34
-	1,365	1,733	(a)	(a)	1,668	-	1,668	35
1,445	1,347	3,736	2,065	1,671	2,916	297	2,619	36
(b)	(b)	939	-	939	1,325	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	2,754	75	2,679	5,237	519	4,718	39
-	707	(b)	(b)	(b)	657	-	657	40
(a)	(a)	1,507	292	1,215	2,047	555	1,492	41
(a)	(a)	(b)	(b)	(b)	775	262	513	42
(a)	(a)	(b)	(a)	(a)	706	178	528	43
2,189	15,025	17,849	3,174	14,675	18,919	5,301	13,618	44

Estimated Retail Trade - By Provinces and Kinds of Business

APRIL, 1953

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA*	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	1,015,981	67,496	242,932	376,968	60,755	73,668	78,036	116,132
Grocery & Combination	152,151	12,665	44,446	60,296	6,216	5,846	8,382	14,300
Meat	15,835	(b)	4,944	5,381	553	672	1,295	2,631
Country General	41,295	5,300	9,046	6,872	3,173	7,294	6,130	3,480
Department	78,316	5,576	12,698	27,768	11,602	4,507	5,792	10,373
Variety	16,811	1,774	5,135	7,330	436	530	837	769
Motor Vehicle	256,573	13,312	62,012	90,834	14,139	20,702	15,870	39,705
Garage & Filling Station	50,040	2,909	10,080	21,310	2,627	(b)	4,967	4,543
Men's Clothing	15,398	1,246	3,804	6,523	540	758	1,378	1,151
Family Clothing	15,139	1,879	4,948	4,241	608	1,146	797	1,520
Women's Clothing	17,479	1,237	4,830	6,365	773	1,058	1,343	1,873
Shoe	9,555	913	2,992	3,978	276	(b)	511	646
Hardware	16,471	932	3,858	5,938	977	1,365	1,733	1,668
Lumber & Building Material	30,189	571	4,362	13,392	2,421	2,792	3,736	2,916
Furniture	17,553	1,383	5,455	7,447	(b)	(b)	939	1,325
Appliance & Radio	15,401	(b)	(b)	7,495	(b)	(b)	(b)	(b)
Restaurant	31,172	(b)	5,798	11,843	2,174	1,840	2,754	5,237
Coal & Wood	11,823	696	3,125	5,922	697	707	(b)	657
Drug	20,484	1,491	4,462	8,585	1,204	1,188	1,507	2,047
Jewellery	5,772	310	1,671	2,020	(b)	(b)	(b)	775
Tobacco	7,863	(b)	1,795	4,480	(b)	(b)	(b)	706
All Others	190,861	12,329	44,716	68,948	10,887	17,213	17,849	18,919

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

April 1953 Over April 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 8.6	+ 5.5	+ 8.9	+ 7.9	+ 6.6	+ 15.7	+ 8.1	+ 9.3
Grocery & Combination.....	+ 4.9	+ 2.6	+ 5.1	+ 5.9	+ 2.8	+ 13.1	+ 6.9	- 0.4
Meat.....	+ 3.5	(b)	+ 3.5	+ 5.7	+ 3.2	+ 16.3	+ 1.4	- 2.8
Country General	(c)	- 3.2	- 2.4	- 0.9	- 2.6	+ 2.4	+ 6.9	- 1.0
Department	+ 4.3	+ 2.9	+ 4.7	- 2.3	+ 8.1	+ 15.5	+ 14.7	+ 10.3
Variety.....	+ 1.9	+ 2.2	+ 2.8	+ 0.5	+ 0.9	+ 1.5	+ 5.2	+ 6.5
Motor Vehicle.....	+ 21.9	+ 25.2	+ 23.8	+ 20.6	+ 16.8	+ 22.6	+ 9.4	+ 28.3
Garage & Filling Station	+ 8.3	+ 3.9	+ 17.5	+ 5.0	- 1.9	(b)	+ 11.0	+ 8.7
Men's Clothing.....	- 7.6	- 9.5	- 8.3	- 8.2	- 10.3	- 2.4	+ 1.3	- 11.3
Family Clothing	- 8.0	- 11.6	- 6.9	- 6.9	- 4.4	- 3.3	- 4.3	- 16.2
Women's Clothing.....	- 2.5	- 0.4	- 5.2	- 5.0	+ 11.5	+ 4.3	+ 11.5	- 5.1
Shoe.....	- 3.1	(c)	- 4.4	- 4.2	- 9.8	(b)	+ 3.4	+ 2.4
Hardware	+ 2.3	+ 2.9	+ 7.6	(c)	- 8.2	+ 16.8	- 10.8	+ 11.1
Lumber & Building Material....	+ 17.8	+ 8.8	+ 22.0	+ 15.0	+ 11.1	+ 66.7	+ 12.8	+ 7.5
Furniture.....	+ 22.5	+ 12.9	+ 26.2	+ 24.2	(b)	(b)	+ 23.2	+ 1.8
Appliance and Radio.....	+ 18.9	(b)	(b)	+ 26.0	(b)	(b)	(b)	(b)
Restaurant	- 2.1	(b)	- 5.7	- 2.5	- 1.4	+ 9.3	- 3.4	- 0.9
Coal & Wood	+ 5.9	- 17.4	- 2.3	+ 8.5	+ 3.7	+ 82.7	(b)	+ 13.9
Drug.....	+ 2.0	- 2.9	+ 1.3	+ 1.5	+ 1.4	+ 12.1	+ 4.9	+ 2.6
Jewellery	+ 13.0	+ 8.4	+ 17.3	+ 10.2	(b)	(b)	(b)	+ 8.4
Tobacco.....	+ 1.1	(b)	- 5.8	+ 4.8	(b)	(b)	(b)	- 10.1
All Others.....	+ 6.1	+ 6.0	+ 6.0	+ 6.3	+ 5.0	+ 11.7	+ 8.4	- 0.2

(b) Not available (c) Unchanged

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to April 1953 Over January to April 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 8.3	+ 7.6	+ 7.4	+ 7.9	+ 9.5	+ 14.0	+ 9.6	+ 7.3
Grocery & Combination.....	+ 3.0	+ 3.0	+ 2.2	+ 4.1	+ 2.6	+ 3.1	+ 4.7	+ 0.2
Meat.....	- 1.6	(b)	- 3.9	+ 1.2	- 4.0	+ 2.9	- 4.2	- 3.3
Country General	- 3.2	- 2.4	- 10.9	- 4.5	- 4.2	+ 3.7	+ 1.4	- 1.2
Department	+ 7.7	+ 7.5	+ 7.5	+ 6.1	+ 7.8	+ 13.4	+ 14.4	+ 6.6
Variety.....	+ 6.5	+ 9.3	+ 5.4	+ 5.2	+ 8.3	+ 10.8	+ 13.6	+ 10.4
Motor Vehicle.....	+ 21.0	+ 32.0	+ 21.5	+ 20.4	+ 25.2	+ 26.2	+ 8.3	+ 21.2
Garage & Filling Station	+ 8.1	+ 5.5	+ 12.0	+ 4.3	+ 1.4	(b)	+ 18.1	+ 5.5
Men's Clothing.....	- 2.8	- 5.3	+ 3.3	- 7.4	+ 0.8	+ 3.8	+ 4.0	- 5.1
Family Clothing	+ 3.7	+ 2.8	+ 4.7	+ 3.6	- 1.0	+ 7.3	+ 11.1	- 2.9
Women's Clothing.....	+ 3.2	+ 7.3	- 0.3	+ 1.8	+ 10.0	+ 10.0	+ 13.8	+ 3.9
Shoe.....	+ 5.1	+ 12.0	+ 2.7	+ 5.4	- 0.9	(b)	+ 9.1	+ 3.3
Hardware	+ 6.7	+ 12.8	+ 8.2	+ 5.5	- 7.6	+ 14.9	+ 8.4	+ 6.6
Lumber & Building Material....	+ 13.5	+ 22.1	+ 16.2	+ 9.6	+ 8.5	+ 25.9	+ 24.3	+ 6.2
Furniture	+ 17.5	+ 5.8	+ 22.7	+ 18.7	(b)	(b)	+ 15.2	+ 0.5
Appliance and Radio.....	+ 24.7	(b)	(b)	+ 29.5	(b)	(b)	(b)	- 6.1
Restaurant	- 2.2	+ 0.5	- 6.1	- 3.2	+ 1.2	+ 11.8	- 1.8	- 2.1
Coal & Wood	- 6.2	- 8.6	- 7.0	- 9.0	+ 7.7	+ 18.1	(b)	- 9.2
Drug.....	+ 3.2	- 1.1	+ 3.4	+ 2.5	+ 5.5	+ 5.0	+ 6.8	+ 3.5
Jewellery	+ 10.7	- 5.9	+ 8.9	+ 12.6	(b)	(b)	(b)	+ 14.1
Tobacco.....	+ 8.1	(b)	- 1.7	(b)	(b)	(b)	(b)	- 7.2
All Others.....	+ 7.9	+ 6.0	+ 8.9	+ 7.0	+ 13.2	+ 10.6	+ 12.4	+ 1.9

(b) Not available

(Without Adjustment for Price Changes)

April 1953 Over March 1953

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 11.2	+ 11.1	+ 10.5	+ 7.9	+ 15.1	+ 38.9	+ 9.1	+ 8.7
Grocery & Combination.....	+ 4.0	+ 4.1	+ 6.6	+ 1.3	+ 3.5	+ 11.9	+ 6.3	+ 3.2
Meat.....	+ 11.9	(b)	+ 17.9	+ 7.2	+ 27.1	+ 21.5	+ 0.5	+ 11.8
Country General	+ 11.0	+ 7.8	+ 8.2	+ 7.1	+ 14.2	+ 21.2	+ 18.8	- 2.1
Department	+ 1.5	+ 11.6	- 2.7	- 0.1	+ 6.2	+ 9.8	- 1.9	(c)
Variety.....	+ 18.6	+ 25.6	+ 21.5	+ 15.6	+ 24.2	+ 22.1	+ 17.4	+ 11.0
Motor Vehicle.....	+ 19.1	+ 18.4	+ 27.6	+ 12.5	+ 16.5	+ 42.3	+ 23.3	+ 12.3
Garage & Filling Station	+ 19.0	- 2.1	+ 24.7	+ 12.3	+ 54.3	(b)	+ 33.5	+ 14.5
Men's Clothing.....	+ 5.9	+ 20.4	- 0.3	+ 3.1	+ 15.1	+ 22.5	+ 23.8	- 1.1
Family Clothing	+ 10.1	+ 5.9	- 1.8	+ 3.7	+ 51.2	+ 43.4	+ 14.0	+ 60.2
Women's Clothing.....	- 4.3	+ 21.2	- 24.5	- 1.8	+ 25.1	+ 37.6	+ 21.2	+ 0.5
Shoe.....	+ 26.2	+ 21.4	+ 25.7	+ 25.9	+ 38.0	(b)	+ 41.2	+ 17.7
Hardware	+ 16.2	+ 31.6	+ 10.9	+ 20.3	+ 58.6	+ 45.1	- 14.8	(b)
Lumber & Building Material....	+ 19.0	+ 13.3	+ 28.3	+ 22.0	+ 31.0	+ 51.4	- 8.5	+ 8.0
Furniture.....	+ 6.9	+ 50.5	+ 6.7	+ 4.9	(b)	(b)	- 18.7	+ 1.2
Appliance and Radio.....	+ 8.9	(b)	(b)	+ 6.3	(b)	(b)	(b)	(b)
Restaurant	+ 6.3	(b)	- 0.2	+ 3.6	+ 0.6	+ 8.6	+ 7.0	+ 23.7
Coal & Wood	- 31.6	- 44.8	- 35.9	- 28.3	- 41.9	- 32.9	(b)	+ 6.0
Drug.....	+ 0.8	+ 2.1	- 5.9	+ 2.5	+ 1.3	+ 6.2	+ 6.3	+ 1.0
Jewellery	+ 3.3	- 15.1	+ 22.4	+ 2.8	(b)	(b)	(b)	- 6.6
Tobacco.....	+ 6.1	(b)	+ 6.0	+ 7.4	(b)	(b)	(b)	+ 1.3
All Others.....	+ 16.7	+ 19.2	+ 11.2	+ 14.4	+ 28.9	+ 88.9	+ 0.6	+ 8.6

(b) Not available (c) Unchanged

Department Store Sales and Stocks
APRIL 1952 and APRIL 1953

These figures are estimates of total department store sales and stocks.
 Stocks are at selling value.

Department	SALES			STOCKS*		
	April	April	Change	Mar. 31	Mar. 31	Change
	1952	1953	1953/52	1952	1953	1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	75,058	78,316	+ 4.3	203,211	237,349	+ 16.8
1. Women's and Misses' Dresses	2,997	2,819	- 5.9	4,791	5,175	+ 8.0
2. Women's and Misses' Coats and Suits	3,842	3,568	- 7.1	4,419	4,908	+ 11.1
3. Women's and Misses' Sportswear	1,856	1,831	- 1.3	4,585	5,863	+ 27.9
4. Furs	407	399	- 2.0	3,760	4,191	+ 11.5
5. Girls' and Infants' Wear	4,387	4,410	+ 0.5	7,958	11,058	+ 39.0
6. Lingerie and Corsets	2,766	2,935	+ 6.1	7,091	9,072	+ 27.9
7. Aprons, Housedresses and Uniforms	607	587	- 3.3	947	1,245	+ 31.5
8. Millinery	1,278	1,145	- 10.4	1,404	1,456	+ 3.7
9. Hosiery and Apparel Accessories	3,287	3,320	+ 1.0	7,268	8,225	+ 13.2
10. Women's, Misses' and Children's Shoes	4,053	3,907	- 3.6	12,221	14,365	+ 17.5
Ladies' Apparel and Accessories.						
Total 1 - 10	25,480	24,921	- 2.2	54,444	65,558	+ 20.4
11. Men's Clothing	2,676	2,595	- 3.0	7,611	8,252	+ 8.4
12. Men's Furnishings	2,861	2,926	+ 2.3	9,715	12,355	+ 27.2
13. Boys' Clothing and Furnishings	2,570	2,326	- 9.5	5,696	7,021	+ 23.3
14. Men's and Boys' Shoes	1,354	1,353	- 0.1	4,335	5,430	+ 25.3
15. Food and Kindred Products	5,121	4,321	- 15.6	4,455	3,874	- 13.0
16. Toiletries, Cosmetics and Drugs	1,668	1,789	+ 7.3	4,671	5,179	+ 10.9
17. Photographic Equipment and Supplies ..	185	221	+ 19.5	797	893	+ 12.0
18. Piece Goods	1,849	1,916	+ 3.6	8,219	9,027	+ 9.8
19. Linens and Domestic Goods	1,986	2,309	+ 16.3	8,143	9,940	+ 22.1
20. Smallwares	1,431	1,532	+ 7.1	5,764	6,097	+ 5.8
21. China and Glassware	805	863	+ 7.2	7,631	7,501	- 1.7
22. Home Furnishings	5,094	5,647	+ 10.9	19,623	21,773	+ 11.0
23. Furniture	3,850	4,753	+ 23.5	12,415	15,866	+ 27.8
24. Major Appliances	2,497	3,061	+ 22.6	6,484	8,823	+ 36.1
25. Radio and Music	748	1,163	+ 55.5	3,941	4,986	+ 26.0
26. Hardware and Housewares	4,844	5,457	+ 12.7	12,736	13,859	+ 8.8
27. Jewellery	1,037	1,180	+ 13.8	9,921	7,377	+ 6.6
28. Sporting Goods and Luggage	2,002	2,517	+ 25.7	7,875	9,947	+ 26.0
29. Stationery, Books and Magazines	878	976	+ 11.2	3,356	3,744	+ 11.6
30. All Other Departments	6,122	6,490	+ 6.0	8,379	9,847	+ 17.0

Note. Canada totals do not include Newfoundland figures.

* 1952 sales and stocks have been revised.

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV - No. 5

\$2.00 a year

RETAIL TRADE

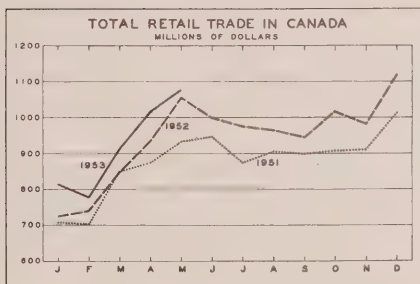
MAY, 1953



Canada's retail stores had estimated dollar sales of \$1,075,239,000 in May 1953, an increase of 1.7% when compared with May 1952 and 5.8% higher than in April. Retail sales were above May 1952 levels in five of the seven regions shown in this report; it is estimated that sales in the Maritime Provinces and British Columbia fell by 1.2% and 2.8%, respectively. Cumulative sales for the first five months of 1953 totalled \$4,594,163,000 or 6.7% higher than in the corresponding period last year.

TOTAL RETAIL TRADE IN CANADA

<u>Month</u>	<u>1952</u> \$'000	<u>1953</u> \$'000	<u>% Change</u> 1953/1952
First Quarter	2,314,547	2,502,943	+ 8.1
April	935,426	1,015,981	+ 8.6
May	1,057,259	1,075,239	+ 1.7
TOTAL	4,307,232	4,594,163	+ 6.7



Fifteen trades out of 20 recorded higher sales in May 1953 than in May 1952. Some of the largest gains were reported by appliance and radio dealers (+9.9%), lumber and building material dealers (+8.9%), and garage and filling stations (+7.4%). The five trades showing decreases were country general stores (-4.6%), motor

vehicle dealers (-2.9%), furniture stores (-0.3%), restaurants (-4.3%), and coal and wood dealers (-17.4%).

Canadian department stores had estimated dollar sales of \$83,942,000 in May 1953, a slight gain of 0.6% over May 1952. Their inventories on hand on April 30, were valued at \$240,054,000 or 20.2% higher than on April 30, 1952.

Chain Office-and-Store Appliance Dealers' Sales

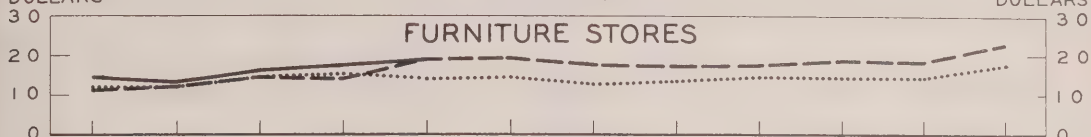
<u>Province</u>	May 1952 \$'000	May 1953 \$'000	% Change May 1953/1952
CANADA	5,301	5,623	+ 6.1
Maritime Provinces	183	243	+ 32.8
Quebec	1,254	1,175	- 6.3
Ontario	2,641	2,791	+ 5.7
Manitoba	319	429	+ 34.5
Saskatchewan	133	182	+ 36.8
Alberta	323	345	+ 6.8
British Columbia	448	458	+ 2.2

MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES

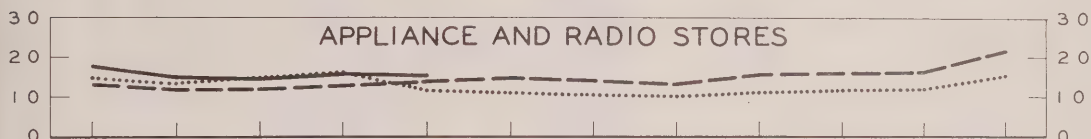
MILLION
DOLLARS

MILLION
DOLLARS

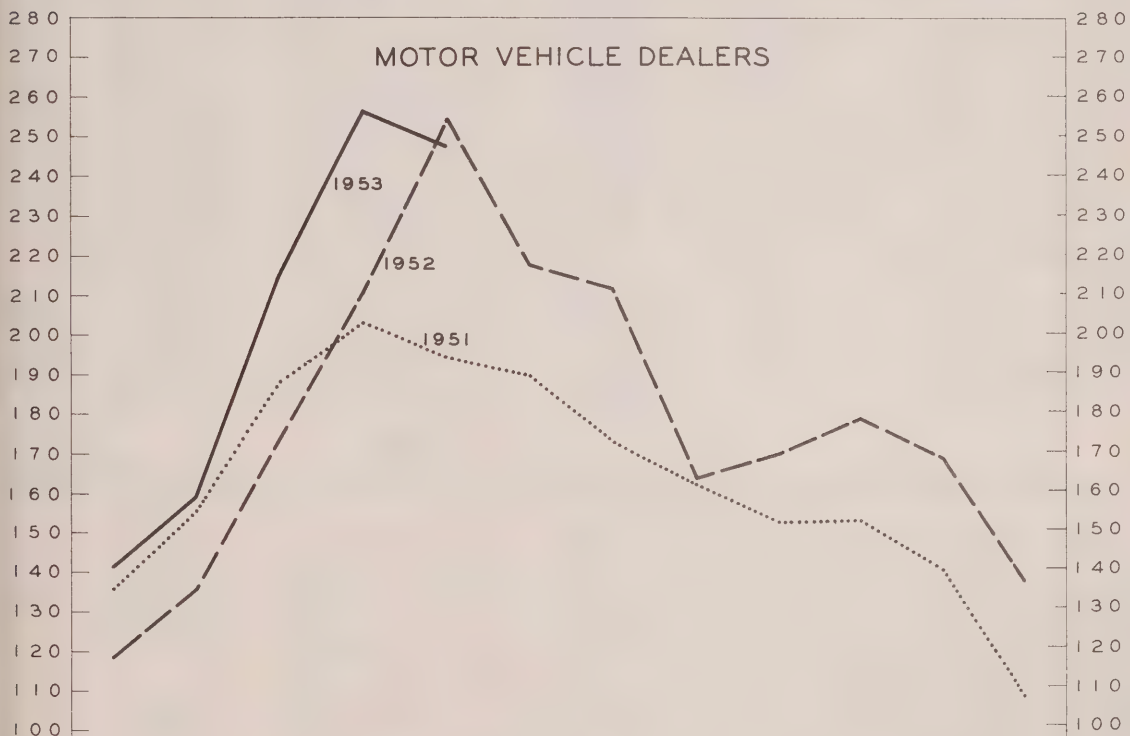
FURNITURE STORES



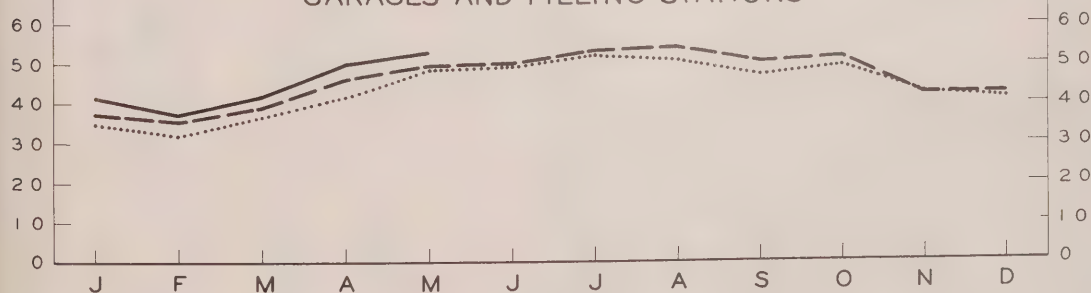
APPLIANCE AND RADIO STORES



MOTOR VEHICLE DEALERS



GARAGES AND FILLING STATIONS



Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

MAY, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	1,075,239	175,294	899,945	72,322
2	Grocery and Combination.....	169,779	66,404	103,375	13,356
3	Meat	16,634	513	16,121	(b)
4	Country General	46,198	1,722	44,477	6,073
5	Department	83,942	-	83,942	6,129
6	Variety.....	18,085	15,634	2,450	1,887
7	Motor Vehicle	247,178	2,361	244,817	12,458
8	Garage & Filling Station.....	53,075	287	52,788	3,316
9	Men's Clothing	17,368	2,335	15,033	1,694
10	Family Clothing	16,046	3,462	12,584	2,048
11	Women's Clothing	18,526	4,343	14,184	1,309
12	Shoe	10,751	4,040	6,711	871
13	Hardware	22,188	1,323	20,865	1,159
14	Lumber & Building Material	37,015	7,820	29,195	653
15	Furniture	19,022	4,519	14,503	1,710
16	Appliance & Radio.....	15,401	3,684	11,717	955
17	Restaurant	33,175	2,478	30,697	1,605
18	Coal & Wood.....	9,909	248	9,661	714
19	Drug	20,674	2,818	17,856	1,477
20	Jewellery.....	6,587	2,413	4,174	408
21	Tobacco	8,830	1,293	7,537	(b)
22	All Others.....	204,856	47,597	157,258	13,973
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	65,517	7,700	57,817	73,590
24	Grocery & Combination.....	6,846	2,841	4,006	6,082
25	Meat	618	-	618	742
26	Country General.....	3,605	162	3,444	7,952
27	Department.....	11,469	-	11,469	4,391
28	Variety	446	446	-	493
29	Motor Vehicle	14,289	(a)	(a)	19,751
30	Garage & Filling Station	2,308	(a)	(a)	3,155
31	Men's Clothing.....	710	68	642	801
32	Family Clothing.....	543	(a)	(a)	1,113
33	Women's Clothing.....	702	211	492	924
34	Shoe	299	71	228	(b)
35	Hardware	1,013	(a)	(a)	1,933
36	Lumber & Building Material	4,946	1,031	3,915	3,224
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	458	132	326	(b)
39	Restaurant	2,420	117	2,303	1,757
40	Coal & Wood.....	650	-	650	426
41	Drug	1,285	(a)	(a)	1,122
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	12,156	2,257	9,898	17,674

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

MAY, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
1,719	60,603	262,786	38,233	224,553	399,584	80,948	318,636	1
2,244	11,112	51,814	14,336	37,478	67,485	36,412	31,073	2
(b)	(b)	4,960	-	4,960	5,999	422	5,577	3
282	5,790	10,083	386	9,698	8,266	479	7,787	4
-	6,129	13,842	-	13,842	30,698	-	30,698	5
1,674	212	5,823	4,541	1,282	7,764	6,981	783	6
(a)	(a)	58,456	(a)	(a)	88,308	1,003	87,305	7
(a)	(a)	11,107	(a)	(a)	23,474	(a)	(a)	8
(a)	(a)	3,928	322	3,606	7,276	1,551	5,725	9
353	1,695	5,530	1,463	4,067	4,253	725	3,527	10
125	1,184	5,027	1,090	3,937	6,671	1,837	4,834	11
(a)	(a)	3,557	1,182	2,375	4,447	2,224	2,223	12
(a)	(a)	5,601	721	4,879	7,945	322	7,623	13
-	653	4,970	374	4,596	16,034	1,925	14,109	14
(a)	(a)	6,755	2,464	4,292	7,651	1,593	6,059	15
120	835	(b)	(b)	(b)	7,132	1,140	5,992	16
(a)	(a)	5,959	649	5,311	13,343	1,063	12,279	17
-	714	2,472	-	2,472	5,248	248	5,001	18
137	1,340	4,638	361	4,277	8,711	1,399	7,312	19
148	260	1,469	493	976	2,688	976	1,712	20
(a)	(a)	2,100	394	1,706	5,091	(a)	(a)	21
5,425	8,548	50,824	7,506	43,318	71,100	20,044	51,057	22
Saskatchewan		Alberta			British Columbia			
8,039	65,551	83,211	12,051	71,160	118,240	16,611	101,629	23
1,726	4,356	9,243	3,473	5,770	14,954	5,373	9,580	24
(a)	(a)	1,382	(a)	(a)	2,596	(a)	(a)	25
(a)	(a)	6,426	(a)	(a)	3,794	252	3,542	26
-	4,391	6,063	-	6,063	11,350	-	11,350	27
493	-	884	786	98	788	713	75	28
(a)	(a)	16,884	(a)	(a)	37,031	(a)	(a)	29
-	3,155	5,063	-	5,063	4,653	(a)	(a)	30
(a)	(a)	1,630	148	1,482	1,330	111	1,219	31
(a)	(a)	932	351	581	1,627	(a)	(a)	32
214	710	1,600	249	1,351	2,293	617	1,675	33
(a)	(a)	549	150	400	750	175	575	34
-	1,933	2,589	(a)	(a)	1,949	-	1,949	35
2,137	1,087	4,069	2,036	2,034	3,120	317	2,803	36
(b)	(b)	1,018	-	1,018	1,359	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	982	229	754	38
(a)	(a)	3,311	59	3,251	4,781	527	4,254	39
-	426	(b)	(b)	(b)	372	-	372	40
(a)	(a)	1,481	243	1,238	1,961	545	1,416	41
(a)	(a)	(b)	(b)	(b)	918	321	596	42
(a)	(a)	(b)	(a)	(a)	662	181	481	43
2,390	15,235	18,160	3,711	14,449	20,970	6,265	14,705	44

Estimated Retail Trade — By Provinces and Kinds of Business

MAY, 1953

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	1,075,239	72,322	262,786	399,584	65,517	73,590	83,211	118,240
Grocery & Combination	169,779	13,356	51,814	67,485	6,846	6,082	9,243	14,954
Meat	16,634	(b)	4,960	5,999	618	742	1,382	2,596
Country General	46,198	6,073	10,083	8,266	3,605	7,952	6,426	3,794
Department	83,942	6,129	13,842	30,698	11,469	4,391	6,063	11,350
Variety	18,085	1,887	5,823	7,764	446	493	884	788
Motor Vehicle	247,178	12,458	58,456	88,308	14,289	19,751	16,884	37,031
Garage & Filling Station	53,075	3,316	11,107	23,474	2,308	3,155	5,063	4,653
Men's Clothing	17,368	1,694	3,928	7,276	710	801	1,630	1,330
Family Clothing	16,046	2,048	5,530	4,253	543	1,113	932	1,627
Women's Clothing	18,526	1,309	5,027	6,671	702	924	1,600	2,293
Shoe	10,751	871	3,557	4,447	299	(b)	549	750
Hardware	22,188	1,159	5,601	7,945	1,013	1,933	2,589	1,949
Lumber & Building Material	37,015	653	4,970	16,034	4,946	3,224	4,069	3,120
Furniture	19,022	1,710	6,755	7,651	(b)	(b)	1,018	1,359
Appliance & Radio	15,401	955	(b)	7,132	458	(b)	(b)	982
Restaurant	33,175	1,605	4,959	13,343	2,420	1,757	3,311	4,781
Coal & Wood	9,909	714	2,472	5,248	650	426	(b)	372
Drug	20,674	1,477	4,638	8,711	1,285	1,122	1,481	1,961
Jewellery	6,587	408	1,469	2,688	(b)	(b)	(b)	918
Tobacco	8,830	(b)	2,100	5,091	(b)	(b)	(b)	662
All Others	204,856	13,973	50,824	71,100	12,156	17,674	18,160	20,970

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

May 1953 Over May 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 1.7	- 1.2	+ 4.1	+ 0.9	+ 3.9	+ 7.8	+ 0.5	- 2.8
Grocery & Combination.....	+ 1.8	+ 1.4	+ 2.3	+ 2.5	+ 0.4	- 0.5	+ 1.3	- 0.4
Meat.....	+ 3.7	(b)	+ 3.5	+ 7.5	- 5.5	- 6.2	+ 3.0	+ 2.0
Country General	- 4.6	- 4.8	- 9.9	- 5.1	- 1.3	- 0.1	- 2.0	- 4.2
Department	+ 0.6	- 6.0	+ 2.8	+ 3.0	- 4.1	+ 3.6	+ 2.3	- 1.7
Variety	+ 7.4	+ 8.2	+ 6.9	+ 6.2	+ 7.7	+ 4.9	+ 18.2	+ 12.1
Motor Vehicle.....	- 2.9	- 4.5	+ 2.6	- 6.0	+ 1.8	+ 3.0	- 6.6	- 6.0
Garage & Filling Station	+ 7.4	- 3.4	+ 15.4	+ 6.7	+ 3.9	+ 6.5	+ 13.9	- 1.3
Men's Clothing.....	+ 2.0	+ 0.2	+ 3.3	+ 2.7	+ 18.9	- 0.2	- 1.5	- 5.5
Family Clothing	+ 1.1	- 5.5	+ 3.0	+ 3.9	+ 1.3	- 8.0	+ 11.5	- 1.6
Women's Clothing.....	+ 6.3	- 1.2	+ 8.5	+ 4.4	+ 13.8	+ 3.4	+ 17.9	+ 3.3
Shoe.....	+ 4.0	+ 0.9	+ 4.4	+ 3.3	+ 1.7	(b)	+ 18.1	- 0.3
Hardware	+ 6.2	+ 3.9	+ 11.7	+ 3.2	+ 3.9	+ 8.9	+ 3.7	+ 7.1
Lumber & Building Material....	+ 8.9	+ 0.2	+ 16.0	+ 9.6	+ 17.5	+ 10.6	- 0.3	- 3.5
Furniture.....	- 0.3	- 18.7	+ 8.9	- 1.4	(b)	(b)	+ 16.7	- 7.9
Appliance and Radio.....	+ 9.9	- 4.7	(b)	+ 11.8	+ 1.3	(b)	(b)	- 25.3
Restaurant	- 4.3	- 1.4	- 7.3	- 5.2	- 4.9	+ 7.0	- 5.3	- 1.0
Coal & Wood	- 17.4	- 13.9	- 23.6	- 19.2	- 0.5	+ 43.9	(b)	- 17.7
Drug.....	+ 2.1	- 7.5	+ 5.3	+ 2.7	+ 4.2	+ 5.5	+ 2.1	- 2.8
Jewellery	+ 2.5	+ 12.4	+ 1.6	+ 5.2	(b)	(b)	(b)	+ 1.5
Tobacco.....	+ 9.9	(b)	+ 10.5	+ 12.2	(b)	(b)	(b)	- 4.3
All Others.....	+ 7.0	+ 7.1	+ 8.9	+ 4.4	+ 18.3	+ 24.8	- 0.4	- 0.3

(b, Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to May 1953 Over January to May 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 6.7	+ 5.4	+ 6.6	+ 6.3	+ 8.1	+ 12.4	+ 7.4	+ 4.8
Grocery & Combination.....	+ 2.8	+ 2.6	+ 2.2	+ 3.8	+ 2.1	+ 2.3	+ 3.9	(c)
Meat.....	- 0.5	(b)	- 2.4	+ 2.5	- 4.3	+ 0.6	- 2.7	- 2.2
Country General	- 3.6	- 3.0	- 10.6	- 4.6	- 3.6	+ 2.7	+ 0.6	- 1.8
Department	+ 6.0	+ 3.7	+ 6.4	+ 5.4	+ 4.9	+ 11.0	+ 11.5	+ 4.6
Variety	+ 6.8	+ 9.0	+ 5.8	+ 5.5	+ 8.1	+ 9.4	+ 14.6	+ 10.8
Motor Vehicle.....	+ 14.2	+ 20.4	+ 15.9	+ 13.0	+ 18.5	+ 18.8	+ 4.2	+ 14.0
Garage & Filling Station	+ 7.9	+ 3.3	+ 12.8	+ 4.9	+ 1.9	+ 19.6	+ 17.1	+ 3.9
Men's Clothing.....	- 1.7	- 3.8	+ 3.3	- 5.2	+ 4.9	+ 2.8	+ 2.6	- 5.2
Family Clothing	+ 3.1	+ 0.7	+ 4.2	+ 3.7	- 0.5	+ 3.4	+ 11.2	- 2.6
Women's Clothing.....	+ 3.9	+ 5.2	+ 1.4	+ 2.4	+ 10.9	+ 8.5	+ 14.8	+ 3.8
Shoe.....	+ 4.8	+ 9.1	+ 3.2	+ 4.9	- 0.2	(b)	+ 11.3	+ 2.4
Hardware	+ 6.6	+ 10.1	+ 9.2	+ 4.8	- 5.0	+ 12.9	+ 7.1	+ 6.7
Lumber & Building Material....	+ 12.2	+ 16.1	+ 16.1	+ 9.6	+ 11.7	+ 21.3	+ 18.4	+ 3.7
Furniture.....	+ 12.7	- 2.7	+ 18.6	+ 13.7	(b)	(b)	+ 15.5	- 1.4
Appliance and Radio.....	+ 21.5	(b)	(b)	+ 25.8	(b)	(b)	(b)	- 10.9
Restaurant	- 2.7	(c)	- 6.3	- 3.6	- 0.3	+ 10.8	- 2.7	- 1.9
Coal & Wood	- 7.7	- 9.3	- 9.1	- 10.5	+ 6.7	+ 20.0	(b)	- 10.3
Drug.....	+ 2.9	- 2.4	+ 3.8	+ 2.6	+ 5.2	+ 5.1	+ 5.8	+ 2.2
Jewellery	+ 8.7	- 2.0	+ 7.2	+ 10.6	(b)	(b)	(b)	+ 11.0
Tobacco.....	+ 8.5	(b)	+ 0.8	+ 15.6	(b)	(b)	(b)	- 6.7
All Others.....	+ 7.7	+ 6.3	+ 8.9	+ 6.4	+ 14.5	+ 14.6	+ 9.3	+ 1.0

(b) not available (c) Unchanged

(Without Adjustment for Price Changes)

May 1953 Over April 1953

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 5.8	+ 7.2	+ 8.2	+ 6.0	+ 7.8	- 0.1	+ 6.6	+ 1.8
Grocery & Combination.....	+ 11.6	+ 5.5	+ 16.6	+ 11.9	+ 10.1	+ 4.0	+ 10.3	+ 4.6
Meat.....	+ 5.0	(b)	+ 0.3	+ 11.5	+ 11.8	+ 10.4	+ 6.7	- 1.3
Country General	+ 11.9	+ 14.6	+ 11.5	+ 20.3	+ 13.6	+ 9.0	+ 4.8	+ 9.0
Department	+ 7.2	+ 9.9	+ 9.0	+ 10.6	- 1.1	- 2.6	+ 4.7	+ 9.4
Variety	+ 7.6	+ 6.4	+ 13.4	+ 5.9	+ 2.3	- 7.0	+ 5.6	+ 2.5
Motor Vehicle.....	- 3.7	- 6.4	- 5.7	- 2.8	+ 1.1	- 4.6	+ 6.4	- 6.7
Garage & Filling Station	+ 6.1	+ 14.0	+ 10.2	+ 10.2	- 12.1	(b)	+ 1.9	+ 2.4
Men's Clothing.....	+ 12.8	+ 36.0	+ 3.3	+ 11.5	+ 31.5	+ 5.7	+ 18.3	+ 15.6
Family Clothing	+ 6.0	+ 9.0	+ 11.8	+ 0.3	- 10.7	- 2.9	+ 16.9	+ 7.0
Women's Clothing.....	+ 6.0	+ 5.8	+ 4.1	+ 4.8	- 9.2	- 12.7	+ 19.1	+ 22.4
Shoe.....	+ 12.5	- 4.6	+ 18.9	+ 11.8	+ 8.3	(b)	+ 7.4	+ 16.1
Hardware	+ 34.7	+ 24.4	+ 45.2	+ 33.8	+ 3.7	+ 41.6	+ 49.4	+ 16.8
Lumber & Building Material....	+ 22.6	+ 14.4	+ 13.9	+ 19.7	+104.3	+ 15.5	+ 8.9	+ 7.0
Furniture.....	+ 9.6	+ 23.6	+ 23.8	+ 2.7	(b)	(b)	+ 8.4	+ 2.6
Appliance and Radio.....	(c)	(b)	(b)	- 4.8	(b)	(b)	(b)	(b)
Restaurant	+ 6.4	(b)	+ 2.8	+ 12.7	+ 11.3	- 4.5	+ 20.2	- 8.7
Coal & Wood	- 16.2	+ 2.6	- 20.9	- 11.4	- 6.7	- 39.7	(b)	- 43.4
Rug.....	+ 0.9	- 0.9	+ 3.9	+ 1.5	+ 6.7	- 5.6	- 1.7	- 4.2
Jewellery	+ 14.1	+ 31.6	- 12.1	+ 33.1	(b)	(b)	(b)	+ 18.5
Tobacco.....	+ 12.3	(b)	+ 17.0	+ 13.6	(b)	(b)	(b)	- 6.2
All Others.....	+ 7.3	+ 13.3	+ 13.7	+ 3.1	+ 11.7	+ 2.7	+ 1.7	+ 10.8

b) Not available (c) Unchanged

Department Store Sales and Stocks

MAY 1952 and MAY 1953

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS*		
	May 1952	May 1953	Change 1953/52	April 30 1952	April 30 1953	Change 1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	83,651	83,942	+ 0.3	199,674	240,054	+ 20.
1. Women's and Misses' Dresses.....	3,842	3,794	- 1.2	4,535	5,049	+ 11.
2. Women's and Misses' Coats and Suits	2,518	2,400	- 4.7	3,759	4,665	+ 24.
3. Women's and Misses' Sportswear.....	2,243	2,305	+ 2.8	4,872	6,140	+ 26.
4. Furs	218	205	- 6.0	3,707	4,426	+ 19.
5. Girls' and Infants' Wear	3,706	3,862	+ 4.2	7,309	10,832	+ 48.
6. Lingerie and Corsets	3,357	3,434	+ 2.3	7,973	9,198	+ 15.
7. Aprons, Housedresses and Uniforms....	778	783	+ 0.6	1,052	1,273	+ 21.
8. Millinery	841	862	+ 2.5	1,070	1,260	+ 17.
9. Hosiery and Apparel Accessories	3,157	3,229	+ 2.3	6,322	8,334	+ 31.
10. Women's, Misses' and Children's Shoes	4,329	4,267	- 1.4	11,649	14,211	+ 22.
Ladies' Apparel and Accessories.						
Total 1 - 10	24,989	25,141	+ 0.6	52,248	65,388	+ 25.
11. Men's Clothing	2,627	2,582	- 1.7	7,470	8,069	+ 8.
12. Men's Furnishings	3,566	3,362	- 5.7	10,036	12,624	+ 25.
13. Boys' Clothing and Furnishings	2,103	2,019	- 4.0	5,372	6,874	+ 28.
14. Men's and Boys' Shoes	1,550	1,431	- 7.7	4,169	5,208	+ 24.
15. Food and Kindred Products.....	5,536	4,954	- 10.5	4,284	3,405	- 20.
16. Toiletries, Cosmetics and Drugs	1,840	1,862	+ 1.2	4,796	5,210	+ 8.
17. Photographic Equipment and Supplies..	231	260	+ 12.6	779	893	+ 14.
18. Piece Goods	2,023	2,032	+ 0.4	8,260	9,046	+ 9.
19. Linens and Domesticity	2,672	2,523	- 5.6	8,545	9,905	+ 15.
20. Smallwares	1,604	1,623	+ 1.2	6,012	6,146	+ 2.
21. China and Glassware	1,083	1,040	- 4.0	7,851	7,898	+ 0.
22. Home Furnishings	6,068	5,931	- 2.3	19,589	21,943	+ 12.
23. Furniture	5,402	5,639	+ 4.4	12,299	16,519	+ 34.
24. Major Appliances	4,010	3,678	- 8.3	5,696	8,584	+ 50.
25. Radio and Music	941	1,265	+ 34.4	3,848	5,707	+ 48.
26. Hardware and Housewares	6,020	6,636	+ 10.2	12,505	14,160	+ 13.
27. Jewellery	1,345	1,349	+ 0.3	7,037	7,716	+ 9.
28. Sporting Goods and Luggage	2,749	3,052	+ 11.0	7,759	10,841	+ 39.
29. Stationery, Books and Magazines	868	945	+ 8.9	3,429	3,922	+ 14.
30. All Other Departments	6,424	6,618	+ 3.0	7,690	9,996	+ 30.

Note. Canada totals do not include Newfoundland figures.

* 1952 sales and stocks have been revised.

63-005



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA

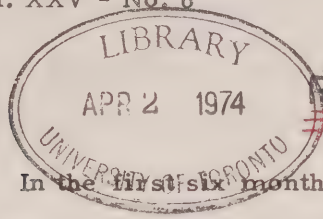
Government
Publications

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV - No. 6

\$2.00 a year



RETAIL TRADE
JUNE, 1953

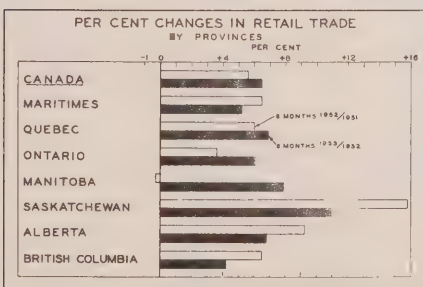
In the first six months of 1953 sales made by Canada's retail stores exceeded five and one-half billion dollars to record an increase of 6.5% over the corresponding period last year. June sales totalled \$1,044,645,000, 5.7% above June, 1952 but 2.8% below May 1953.

TOTAL RETAIL TRADE IN CANADA

<u>Month</u>	1952 \$'000	1953 \$'000	<u>% Change 1953/1952</u>
January	724,917	813,845	+ 12.3
February	741,157	775,080	+ 4.6
March	848,473	914,018	+ 7.7
April	935,426	1,015,981	+ 8.6
May	1,057,259	1,075,239	+ 1.7
June	988,109	1,044,645	+ 5.7
TOTAL	5,295,341	5,638,808	+ 6.5

Sales were higher than in 1952 in all regions for both June and the six-month cumulative period. The largest percentage gains

over the preceding year (8.6% and 11.6%, respectively) were reported by Saskatchewan. Sales increases over June, 1952 in the other provinces were as follows: Quebec (8.2%), Manitoba (6.6%), Ontario (5.5%),



the Maritimes and Alberta (4.3%), British Columbia (1.3%).

An analysis of sales trends by kind of business in the first half of 1953 indicates that retailers engaged in selling durables did a brisk business; motor vehicle dealer sales rose 12.9%, lumber and building material dealers showed a gain of 11.1% and appliance and radio stores sales were 17.9% higher than in 1952.

Department store sales totalled \$77,946,000 in June, 1.2% above the previous year. At the end of May department store inventories were evaluated at \$234,504,000 or 19.6% more than a year ago. The outstanding feature of stock holdings on this date was the very large increase of stocks of durable goods.

Chain Office-and-Store Appliance Dealers' Sales

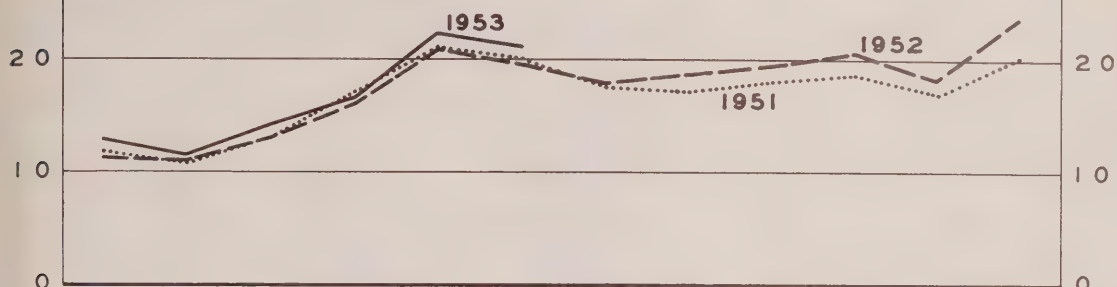
<u>Province</u>	June 1952 \$'000	June 1953 \$'000	% Change June 1953/52
CANADA	4,854	5,923	+ 22.0
Maritime Provinces	150	218	+ 45.3
Quebec	1,218	1,237	+ 1.6
Ontario	2,289	2,889	+ 26.2
Manitoba	356	396	+ 11.2
Saskatchewan	136	220	+ 61.8
Alberta	295	415	+ 40.7
British Columbia	410	548	+ 33.7

MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

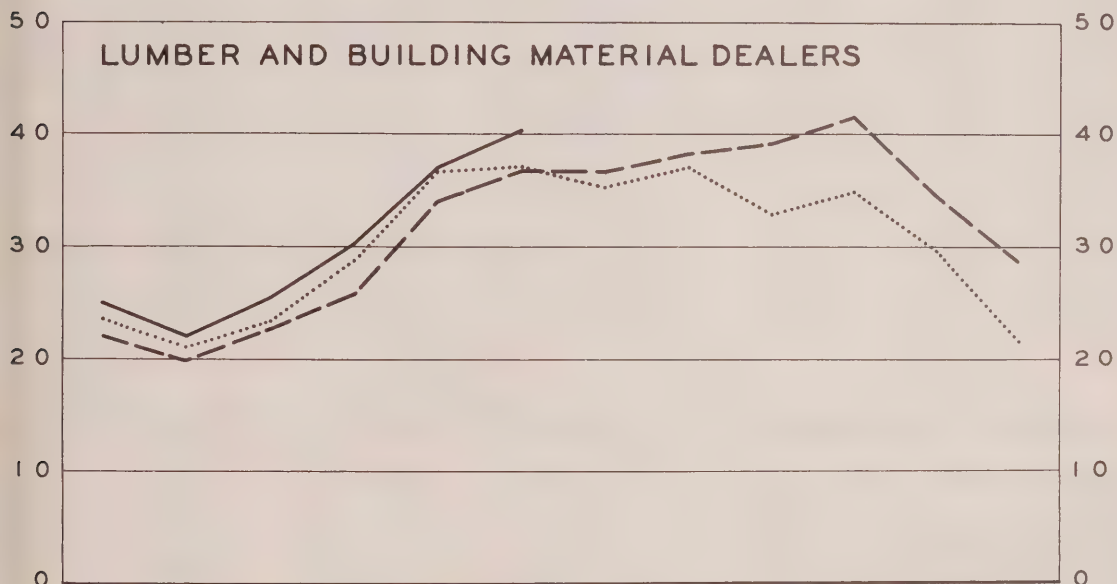
MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0

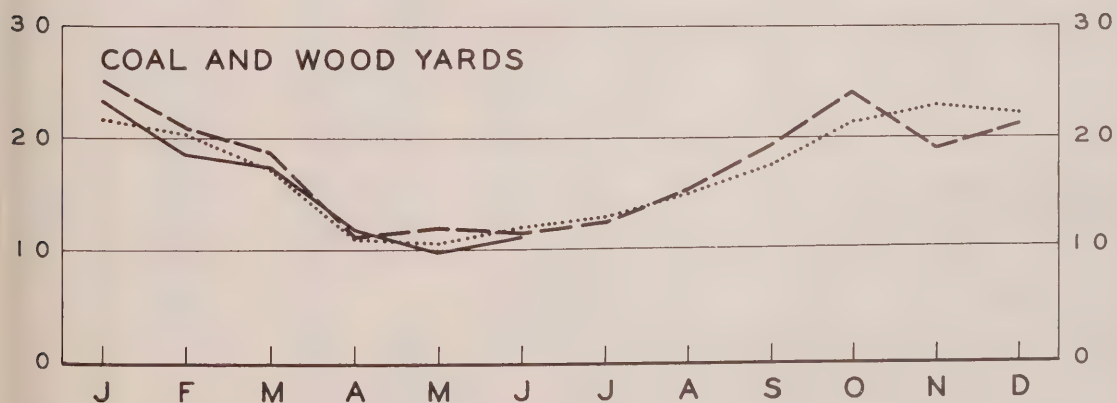
HARDWARE STORES



LUMBER AND BUILDING MATERIAL DEALERS



COAL AND WOOD YARDS



JUNE, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Maritime
1	TOTAL, ALL TRADES	1,044,645	173,277	871,368	70,944
2	Grocery and Combination.....	160,274	61,287	98,988	12,977
3	Meat	16,213	481	15,732	(b)
4	Country General.....	45,790	1,714	44,076	5,811
5	Department	77,946	-	77,946	5,551
6	Variety.....	17,567	15,195	2,372	1,841
7	Motor Vehicle	234,787	2,311	232,476	10,631
8	Garage & Filling Station.....	55,710	296	55,413	3,791
9	Men's Clothing	17,175	2,092	15,083	1,561
10	Family Clothing	16,432	3,203	13,228	2,191
11	Women's Clothing	18,069	4,231	13,838	1,171
12	Shoe	10,541	4,065	6,477	1,021
13	Hardware	20,979	1,433	19,546	1,101
14	Lumber & Building Material	40,280	9,354	30,927	881
15	Furniture	19,130	4,622	14,508	(b)
16	Appliance & Radio.....	15,262	3,568	11,694	(b)
17	Restaurant	31,838	2,637	29,200	1,411
18	Coal & Wood.....	11,258	291	10,968	601
19	Drug	20,473	2,690	17,783	1,511
20	Jewellery.....	6,972	2,750	4,222	461
21	Tobacco	9,359	1,354	8,005	(b)
22	All Others.....	198,590	49,703	148,886	15,441
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	60,544	7,260	53,284	65,501
24	Grocery & Combination.....	6,495	2,522	3,973	5,781
25	Meat	646	-	646	801
26	Country General.....	3,142	141	3,001	8,221
27	Department.....	10,853	-	10,853	4,001
28	Variety	418	418	-	521
29	Motor Vehicle	11,626	(a)	(a)	16,411
30	Garage & Filling Station	2,979	(a)	(a)	3,411
31	Men's Clothing.....	608	46	562	611
32	Family Clothing	568	(a)	(a)	1,211
33	Women's Clothing	1,244	192	1,052	811
34	Shoe	307	73	234	(b)
35	Hardware.....	1,157	(a)	(a)	1,511
36	Lumber & Building Material	4,024	957	3,067	4,101
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	615	159	456	(b)
39	Restaurant	2,167	121	2,045	1,811
40	Coal & Wood.....	703	-	703	411
41	Drug	1,199	(a)	(a)	1,171
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	10,945	2,281	8,664	12,111

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any differences between the totals and their components are due to the rounding of the figures.

(b) Not available

JUNE, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
1,774	59,171	247,761	37,450	210,311	402,200	79,018	323,182	1
2,096	10,882	47,854	13,498	34,357	64,301	33,406	30,896	2
(b)	(b)	4,736	-	4,736	5,546	400	5,146	3
283	5,536	10,011	384	9,627	8,378	487	7,891	4
-	5,552	12,859	-	12,859	28,449	-	28,449	5
1,638	208	5,598	4,366	1,232	7,606	6,839	767	6
(a)	(a)	53,893	(a)	(a)	88,573	994	87,580	7
(a)	(a)	11,508	(a)	(a)	24,225	(a)	(a)	8
(a)	(a)	3,738	353	3,385	7,611	1,306	6,304	9
278	1,913	5,663	1,327	4,336	4,479	737	3,742	10
136	1,042	5,428	1,111	4,317	6,415	1,856	4,559	11
(a)	(a)	3,324	1,221	2,103	4,537	2,260	2,278	12
(a)	(a)	5,546	835	4,712	7,463	308	7,155	13
-	881	5,504	414	5,090	17,078	1,852	15,226	14
(a)	(a)	(b)	(b)	(b)	7,951	1,723	6,229	15
(b)	(b)	(b)	(b)	(b)	7,564	1,315	6,249	16
(a)	(a)	5,477	646	4,831	12,950	1,055	11,895	17
-	604	2,850	-	2,850	6,171	291	5,881	18
123	1,427	4,239	340	3,899	8,949	1,369	7,580	19
153	311	1,564	523	1,041	2,554	1,147	1,407	20
(a)	(a)	2,103	415	1,688	5,675	(a)	(a)	21
5,697	9,733	45,762	7,844	37,917	75,725	21,052	54,674	22
Saskatchewan		Alberta			British Columbia			
3,590	57,000	80,640	12,774	67,866	116,970	16,418	100,552	23
,641	4,148	8,677	3,151	5,526	14,181	4,975	9,206	24
(a)	(a)	1,251	(a)	(a)	2,892	(a)	(a)	25
(a)	(a)	6,285	(a)	(a)	3,883	256	3,627	26
-	4,018	5,633	-	5,633	10,582	-	10,582	27
510	-	825	733	91	764	691	73	28
(a)	(a)	16,675	(a)	(a)	36,971	(a)	(a)	29
-	3,479	4,946	-	4,946	4,777	(a)	(a)	30
(a)	(a)	1,546	123	1,423	1,444	129	1,315	31
(a)	(a)	870	331	539	1,438	(a)	(a)	32
205	611	1,338	236	1,102	1,649	493	1,155	33
(a)	(a)	445	105	341	665	146	519	34
-	1,501	2,431	(a)	(a)	1,779	-	1,779	35
,744	1,365	5,357	3,037	2,319	3,328	350	2,978	36
(b)	(b)	870	-	870	1,391	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	846	219	627	38
(a)	(a)	3,275	57	3,218	4,688	690	3,997	39
-	410	(b)	(b)	(b)	500	-	500	40
(a)	(a)	1,491	211	1,281	1,928	523	1,405	41
(a)	(a)	(b)	(b)	(b)	989	365	624	42
(a)	(a)	(b)	(a)	(a)	682	193	490	43
,460	9,675	17,001	3,839	13,162	21,593	6,530	15,062	44

Estimated Retail Trade — By Provinces and Kinds of Business

JUNE, 1953

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	1,044,645	70,945	247,761	402,200	60,544	65,590	80,640	116,970
Grocery & Combination	160,274	12,978	47,854	64,301	6,495	5,789	8,677	14,181
Meat	16,213	(b)	4,736	5,546	646	804	1,251	2,892
Country General	45,790	5,818	10,011	8,378	3,142	8,274	6,285	3,883
Department	77,946	5,552	12,859	28,449	10,853	4,018	5,633	10,582
Variety	17,567	1,846	5,598	7,606	418	510	825	764
Motor Vehicle	234,787	10,632	53,893	88,573	11,626	16,416	16,675	36,971
Garage & Filling Station	55,710	3,796	11,508	24,225	2,979	3,479	4,946	4,777
Men's Clothing	17,175	1,562	3,738	7,611	608	668	1,546	1,444
Family Clothing	16,432	2,191	5,663	4,479	568	1,222	870	1,438
Women's Clothing	18,069	1,179	5,428	6,415	1,244	816	1,338	1,649
Shoe	10,541	1,029	3,324	4,537	307	(b)	445	665
Hardware	20,979	1,102	5,546	7,463	1,157	1,501	2,431	1,779
Lumber & Building Material	40,280	881	5,504	17,078	4,024	4,109	5,357	3,328
Furniture	19,130	(b)	(b)	7,951	(b)	(b)	870	1,391
Appliance & Radio	15,262	(b)	(b)	7,564	615	(b)	(b)	846
Restaurant	31,838	1,412	5,477	12,950	2,167	1,869	3,275	4,688
Coal & Wood	11,258	604	2,850	6,171	703	410	(b)	500
Drug	20,473	1,550	4,239	8,949	1,199	1,117	1,491	1,928
Jewellery	6,972	464	1,564	2,554	(b)	(b)	(b)	989
Tobacco	9,359	(b)	2,103	5,675	(b)	(b)	(b)	682
All Others	198,590	15,429	45,762	75,725	10,945	12,135	17,001	21,593

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

7

(Without Adjustment for Price Changes)

JUNE 1953 Over JUNE 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 5.7	+ 4.3	+ 8.2	+ 5.5	+ 6.6	+ 8.6	+ 4.3	+ 1.3
Grocery & Combination.....	+ 7.1	+ 8.5	+ 7.9	+ 7.6	+ 5.7	+ 9.6	+ 3.8	+ 2.5
Meat.....	+ 8.4	(b)	+ 4.7	+ 13.7	- 0.9	+ 15.4	+ 2.4	+ 8.8
Country General	+ 0.9	+ 1.4	- 0.2	- 2.0	- 3.1	+ 9.4	- 0.4	- 2.1
Department	+ 1.2	- 10.3	+ 4.4	- 2.2	+ 3.6	+ 11.2	+ 8.4	+ 4.5
Variety.....	+ 6.3	+ 9.6	+ 7.1	+ 4.4	+ 7.5	+ 6.0	+ 7.0	+ 10.4
Motor Vehicle.....	+ 7.8	+ 3.8	+ 16.4	+ 7.1	+ 8.7	+ 15.7	+ 6.6	- 2.6
Garage & Filling Station	+ 11.5	+ 6.4	+ 19.7	+ 13.7	+ 5.5	- 5.1	+ 4.1	+ 13.5
Men's Clothing.....	+ 4.4	+ 14.4	+ 0.6	+ 5.3	+ 12.4	+ 9.3	+ 0.7	- 0.5
Family Clothing	+ 2.6	+ 2.0	+ 3.8	(c)	+ 9.4	+ 11.9	+ 8.5	- 5.2
Women's Clothing.....	+ 5.7	+ 7.0	+ 6.2	+ 0.7	+ 17.8	+ 24.8	+ 19.3	- 2.3
Shoe.....	+ 0.3	+ 1.3	- 2.2	+ 0.6	+ 8.9	(b)	+ 5.7	- 1.5
Hardware	+ 8.2	- 1.8	+ 18.6	+ 3.2	+ 4.0	+ 7.8	+ 6.3	+ 13.5
Lumber & Building Material....	+ 9.9	+ 14.1	+ 27.9	+ 6.4	+ 5.8	+ 13.5	+ 10.6	+ 2.1
Furniture.....	- 0.1	(b)	(b)	+ 1.5	(b)	(b)	- 7.9	+ 2.7
Appliance and Radio.....	+ 2.6	(b)	(b)	- 0.2	+ 13.3	(b)	(b)	- 11.3
Restaurant	- 1.1	- 0.1	- 3.6	- 0.4	- 0.1	+ 3.5	- 4.6	- 0.3
Coal & Wood	- 2.3	- 9.4	- 8.3	+ 1.2	+ 2.9	- 3.1	(b)	- 3.8
Rug.....	+ 4.9	+ 3.7	+ 6.5	+ 4.1	+ 7.9	+ 11.6	+ 4.8	+ 0.9
Jewellery	+ 2.9	+ 1.5	+ 4.1	+ 1.7	(b)	(b)	(b)	+ 2.2
Tobacco.....	+ 9.5	(b)	+ 18.5	+ 6.9	(b)	(b)	(b)	- 3.0
All Others.....	+ 5.6	+ 12.7	+ 3.3	+ 7.0	+ 13.0	+ 0.3	+ 1.3	+ 4.3

(b) Not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

JANUARY TO JUNE 1953

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA *	Maritime Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	5,638,808	377,922	1,331,280	2,153,716	333,174	352,407	443,738	646,615
Grocery & Combination	921,733	75,839	270,945	370,356	36,996	32,982	50,378	84,239
Meat	93,101	(b)	27,760	32,948	3,159	3,861	7,525	15,802
Country General	239,984	31,147	50,750	42,776	18,976	41,158	34,084	21,099
Department	442,669	29,641	71,958	160,408	63,114	23,430	33,370	60,748
Variety	90,556	9,214	27,810	39,920	2,239	2,742	4,449	4,183
Motor Vehicle	1,254,467	60,105	276,198	469,205	69,679	88,307	84,710	206,260
Garage & Filling Station	279,672	18,052	57,210	123,014	12,990	16,527	26,691	25,190
Men's Clothing	89,499	7,597	21,016	37,952	3,386	4,091	8,254	7,212
Family Clothing	84,760	10,867	28,064	23,972	2,917	6,187	4,771	7,984
Women's Clothing	99,894	6,756	29,436	35,840	4,293	5,663	7,773	10,734
Shoe	50,977	4,682	15,510	21,962	1,405	(b)	2,524	3,663
Hardware	98,061	5,147	24,113	35,118	5,282	7,408	11,804	9,190
Lumber & Building Material	179,682	3,649	23,270	77,786	17,246	15,820	25,529	16,385
Furniture	99,591	(b)	31,917	43,263	(b)	(b)	6,066	7,635
Appliance & Radio	92,815	(b)	(b)	45,949	(b)	(b)	(b)	5,529
Restaurant	180,920	8,441	34,028	71,328	12,693	10,401	16,767	27,264
Coal & Wood	92,245	6,294	25,652	44,721	6,308	5,215	(b)	3,810
Drug	122,632	8,877	27,063	51,688	7,482	6,731	8,802	11,990
Jewellery	35,335	2,141	8,564	13,141	(b)	(b)	(b)	4,998
Tobacco	50,615	(b)	11,390	29,728	(b)	(b)	(b)	4,195
All Others	1,039,600	73,049	250,130	382,641	56,794	69,917	98,567	108,505

* Canada totals do not include Newfoundland, North West Territories and Yukon figures.

(b) Not available

(Without Adjustment for Price Changes)

JANUARY TO JUNE 1953 over JANUARY TO JUNE 1952

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 6.5	+ 5.2	+ 6.9	+ 6.1	+ 7.9	+ 11.6	+ 6.8	+ 4.2
Grocery & Combination.....	+ 3.5	+ 3.6	+ 3.2	+ 4.4	+ 2.7	+ 3.5	+ 3.9	+ 0.4
Meat.....	+ 0.9	(b)	- 1.3	+ 4.2	- 3.7	+ 3.3	- 1.9	- 0.4
Country General	- 2.7	- 2.2	- 8.8	- 4.1	- 3.5	+ 4.0	+ 0.4	- 1.9
Department	+ 5.1	+ 0.7	+ 6.0	+ 3.9	+ 4.7	+ 11.0	+ 11.0	+ 4.6
Variety	+ 6.7	+ 9.2	+ 6.0	+ 5.3	+ 8.0	+ 8.8	+ 13.1	+ 10.7
Motor Vehicle	+ 12.9	+ 17.1	+ 16.0	+ 11.8	+ 16.7	+ 18.2	+ 4.6	+ 10.6
Garage & Filling Station	+ 8.6	+ 3.9	+ 14.1	+ 6.5	+ 2.7	+ 13.4	+ 14.5	+ 5.6
Men's Clothing.....	- 0.6	- 0.6	+ 2.8	- 3.3	+ 6.1	+ 3.8	+ 2.2	- 4.3
Family Clothing	+ 3.0	+ 1.0	+ 4.2	+ 3.0	+ 1.3	+ 5.0	+ 10.7	- 3.1
Women's Clothing.....	+ 4.2	+ 5.5	+ 2.2	+ 2.1	+ 12.8	+ 10.8	+ 15.5	+ 2.8
Shoe.....	+ 3.9	+ 7.3	+ 2.0	+ 4.0	+ 1.7	(b)	+ 10.3	+ 1.7
Hardware	+ 6.9	+ 7.3	+ 11.2	+ 4.5	- 3.2	+ 11.8	+ 6.9	+ 8.0
Lumber & Building Material....	+ 11.7	+ 15.6	+ 18.7	+ 8.9	+ 10.3	+ 19.2	+ 16.7	+ 3.4
Furniture.....	+ 10.0	(b)	+ 15.2	+ 11.2	(b)	(b)	+ 11.4	- 0.7
Appliance and Radio.....	+ 17.9	(b)	(b)	+ 20.6	(b)	(b)	(b)	- 11.0
Restaurant	- 2.4	(c)	- 5.9	- 3.1	- 0.3	+ 9.4	- 3.1	- 1.6
Coal & Wood	- 7.1	- 9.3	- 9.0	- 9.1	+ 6.3	+ 17.8	(b)	- 9.5
Rug.....	+ 3.3	- 1.4	+ 4.2	+ 2.8	+ 5.6	+ 6.1	+ 5.6	+ 2.0
Jewellery	+ 7.5	- 1.3	+ 6.7	+ 8.7	(b)	(b)	(b)	+ 9.1
Tobacco.....	+ 8.7	(b)	+ 3.7	+ 13.8	(b)	(b)	(b)	- 6.1
All Others.....	+ 7.3	+ 7.6	+ 7.9	+ 6.5	+ 14.2	+ 11.8	+ 7.8	+ 1.9

b) not available (c) Unchanged

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

JUNE 1953 Over MAY 1953

KIND OF BUSINESS OR STORE	CANADA	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 2.8	- 1.9	- 5.7	+ 0.7	- 7.6	- 10.9	- 3.1	- 1.1
Grocery & Combination.....	- 5.6	- 2.8	- 7.6	- 4.7	- 5.1	- 4.8	- 6.1	- 5.2
Meat.....	- 2.5	(b)	- 4.5	- 7.6	+ 4.5	+ 8.4	- 9.5	+ 11.4
Country General	- 0.9	- 4.2	- 0.7	+ 1.4	- 12.8	+ 4.0	- 2.2	+ 2.3
Department	- 7.1	- 9.4	- 7.1	- 7.3	- 5.4	- 8.5	- 7.1	- 6.8
Variety.....	- 2.9	- 2.2	- 3.9	- 2.0	- 6.3	+ 3.4	- 6.7	- 3.0
Motor Vehicle.....	- 5.0	- 14.7	- 7.8	+ 0.3	- 18.6	- 16.9	- 1.2	- 0.2
Garage & Filling Station	+ 5.0	+ 14.5	+ 3.6	+ 3.2	+ 29.1	+ 10.3	- 2.3	+ 2.7
Men's Clothing.....	- 1.1	- 7.8	- 4.8	+ 4.6	- 14.4	- 16.6	- 5.2	+ 8.6
Family Clothing	+ 2.4	+ 7.0	+ 2.4	+ 5.3	+ 4.6	+ 9.8	- 6.7	- 11.6
Women's Clothing.....	- 2.5	- 9.9	+ 8.0	- 3.8	+ 77.2	- 11.7	- 16.4	- 28.1
Shoe.....	- 2.0	+ 18.1	- 6.6	+ 2.0	+ 2.7	(b)	- 18.9	- 11.3
Hardware	- 5.4	- 4.9	- 1.0	- 6.1	+ 14.2	- 22.3	- 6.1	- 8.7
Lumber & Building Material....	+ 8.8	+ 34.9	+ 10.7	+ 6.5	- 18.6	+ 27.5	+ 31.7	+ 6.7
Furniture.....	+ 0.6	(b)	(b)	+ 3.9	(b)	(b)	- 14.5	+ 2.4
Appliance and Radio.....	- 0.9	(b)	(b)	+ 6.1	+ 34.3	(b)	(b)	- 13.8
Restaurant	- 4.0	- 12.0	- 8.1	- 2.9	- 10.5	+ 6.4	- 1.1	- 1.9
Coal & Wood	+ 13.6	- 15.4	+ 15.3	+ 17.6	+ 8.2	- 3.8	(b)	+ 34.4
Drug.....	- 1.0	+ 4.9	- 8.6	+ 2.7	- 6.7	- 0.4	+ 0.7	- 1.7
Jewellery	+ 5.8	+ 13.7	+ 6.5	- 5.0	(b)	(b)	(b)	+ 7.7
Tobacco.....	+ 6.0	(b)	+ 0.1	+ 11.5	(b)	(b)	(b)	+ 3.0
All Others.....	- 3.1	+ 10.4	- 10.0	+ 6.5	- 10.0	- 31.3	- 6.4	+ 3.0

(b) Not available

June 1952 and June 1953

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	June 1952	June 1953	Change 1953/52	May 31 1952	May 31 1953	Change 1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	77,108	77,946	+ 1.1	196,023	234,504	+ 19.6
Women's and Misses' Dresses.....	3,737	3,507	- 6.2	4,569	4,454	- 2.5
Women's and Misses' Coats and Suits	1,297	1,158	- 10.7	3,222	3,573	+ 10.9
Women's and Misses' Sportswear.....	2,336	2,393	+ 2.4	5,021	6,143	+ 22.3
Furs	118	87	- 26.3	3,866	4,303	+ 11.3
Girls' and Infants' Wear	3,048	3,140	+ 3.0	7,404	10,161	+ 37.2
Lingerie and Corsets	3,179	3,292	+ 3.6	7,400	8,374	+ 13.2
Aprons, Housedresses and Uniforms....	829	744	- 10.3	999	1,237	+ 23.8
Millinery	598	574	- 4.0	996	1,037	+ 4.1
Hosiery and Apparel Accessories	2,608	2,702	+ 3.6	6,670	7,925	+ 18.8
Women's, Misses' and Children's Shoes	3,662	3,584	- 2.1	11,350	13,496	+ 18.9
Ladies' Apparel and Accessories.						
Total 1 - 10	21,412	21,181	- 1.1	51,497	60,703	+ 17.9
1 Men's Clothing	2,580	2,421	- 6.2	7,344	8,226	+ 12.0
2 Men's Furnishings	3,905	3,914	+ 0.2	9,867	12,854	+ 30.3
3 Boys' Clothing and Furnishings	1,686	1,626	- 3.6	5,242	6,819	+ 30.1
4 Men's and Boys' Shoes	1,412	1,323	- 6.3	3,974	5,116	+ 28.7
5 Food and Kindred Products.....	4,880	4,686	- 4.0	4,171	3,437	- 17.6
6 Toiletries, Cosmetics and Drugs	1,802	1,860	+ 3.2	4,943	5,160	+ 4.4
7 Photographic Equipment and Supplies..	278	301	+ 8.3	779	905	+ 16.2
8 Piece Goods	1,776	1,729	- 2.6	7,976	8,689	+ 8.9
9 Linens and Domestics	2,680	2,570	- 4.1	8,257	9,492	+ 15.0
10 Smallwares	1,458	1,530	+ 4.9	5,917	6,052	+ 2.3
11 China and Glassware	1,061	1,099	+ 3.6	8,074	8,093	+ 0.2
12 Home Furnishings	4,961	5,036	+ 1.5	18,995	21,422	+ 12.8
13 Furniture	5,631	5,794	+ 2.9	11,499	16,111	+ 40.1
14 Major Appliances	3,829	3,589	- 6.3	5,214	9,165	+ 75.8
15 Radio and Music	806	924	+ 14.6	3,938	5,682	+ 44.3
16 Hardware and Housewares	5,565	5,887	+ 5.8	12,307	13,908	+ 13.0
17 Jewellery	1,422	1,425	+ 0.2	7,008	7,712	+ 10.0
18 Sporting Goods and Luggage	3,056	3,337	+ 9.2	7,729	11,183	+ 44.7
19 Stationery, Books and Magazines.....	811	903	+ 11.3	3,396	3,960	+ 16.6
20 All Other Departments	6,097	6,811	+ 11.7	7,896	9,815	+ 24.3

Note. Canada totals do not include Newfoundland figures.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January to June 1952 and January to June 1953

Department	SALES		
	Jan. to June 1952	Jan. to June 1953	Change 1953/1952
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	421,409	442,669	+ 5.0
1. Women's and Misses' Dresses.....	16,800	16,317	- 2.9
2. Women's and Misses' Coats and Suits	13,610	13,940	+ 2.4
3. Women's and Misses' Sportswear	10,617	11,115	+ 4.7
4. Furs.....	3,370	4,185	+ 24.2
5. Girls' and Infants' Wear	18,825	20,298	+ 7.8
6. Lingerie and Corsets	16,960	17,898	+ 5.5
7. Aprons, Housedresses and Uniforms	3,687	3,598	- 2.4
8. Millinery	4,560	4,709	+ 3.3
9. Hosiery and Apparel Accessories.....	15,964	16,717	+ 4.7
10. Women's, Misses' and Children's Shoes	19,133	19,574	+ 2.3
Ladies' Apparel and Accessories.			
Total 1 - 10	123,526	128,351	+ 3.9
11. Men's Clothing.....	14,325	14,358	+ 0.2
12. Men's Furnishings.....	17,078	17,381	+ 1.8
13. Boys' Clothing and Furnishings	10,951	10,705	- 2.2
14. Men's and Boys' Shoes.....	7,151	7,073	- 1.1
15. Food and Kindred Products	31,472	28,618	- 9.1
16. Toiletries, Cosmetics and Drugs	10,569	11,100	+ 5.0
17. Photographic Equipment and Supplies	1,218	1,410	+ 15.8
18. Piece Goods.....	12,308	12,218	- 0.7
19. Linens and Domestic Goods	16,311	16,568	+ 1.6
20. Smallwares	9,397	9,537	+ 1.5
21. China and Glassware	5,202	5,364	+ 3.1
22. Home Furnishings	28,246	30,397	+ 7.6
23. Furniture.....	26,736	30,355	+ 13.5
24. Major Appliances.....	17,198	19,419	+ 12.9
25. Radio and Music	5,767	7,717	+ 33.8
26. Hardware and Housewares	26,881	29,646	+ 10.3
27. Jewellery	6,930	7,319	+ 5.6
28. Sporting Goods and Luggage	11,394	13,080	+ 14.8
29. Stationery, Books and Magazines	5,521	6,149	+ 11.4
30. All Other Departments	33,228	35,904	+ 8.1

Note. Canada totals do not include Newfoundland figures.

63-005



UNIVERSITY OF TORONTO

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

Canada

FILE "R"
Government
Publications

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV No. 7

\$2.00 a year

RETAIL TRADE

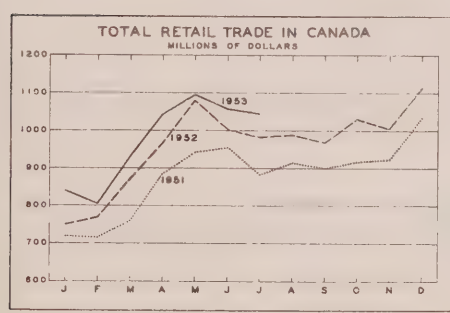
JULY, 1953



Canada's retail stores had estimated sales of \$1,045,269,000 in July, 6.1% above July, 1952 but 1.2% below the figure for June 1953. The decline between June and July is not an unusual feature of retail sales, having occurred in each of the last four years. Cumulative sales for the first seven months were \$6,821,135,000 an increase of 6.2% over the corresponding period of 1952.

TOTAL RETAIL TRADE IN CANADA

Month	1952 \$'000	1953 \$'000	% Change 1953/1952
First Quarter	2,387,578	2,574,482	+ 7.8
April	966,806	1,045,145	+ 8.1
May	1,080,496	1,097,855	+ 1.6
June	1,002,629	1,058,384	+ 5.6
July	984,956	1,045,269	+ 6.1
TOTAL	6,422,465	6,821,135	+ 6.2



All regions recorded sales gains over July of last year, Saskatchewan's percentage increase, 8.2, once again being the greatest. Other gains were: Ontario, 7.5%, British Columbia, 6.4%, Alberta, 6.2%, the Atlantic Provinces, 4.9%, Quebec, 4.2%, and Manitoba, 3.6%.

Sales volume was heavier than in July 1952 in 16 of the 20 trades for which statistics are tabulated. Some of the larger gains were reported by lumber and building material dealers (16.3%), hardware stores (13.3%), meat stores (12.9%), and garage and filling station operators (11.9%). The four trades showing declines were: restaurants and coal and wood dealers (2.9%), furniture stores (2.0%) and general stores (0.9%).

Department store sales during July were \$66,168,000, up 8.4% from last year. Stocks held by department stores at June 30 had a selling value of \$227,663,000, 23.1% above the value of their inventories at June 30, 1952.

The estimates given in this bulletin have been calculated on the basis of the findings of the 1951 Census of Distribution, whereas previous figures in this series were based on the 1941 Census. The present estimates include, for the first time, data for Newfoundland, Yukon and the North West Territories. Newfoundland is included with Prince Edward Island, Nova Scotia, and New Brunswick in the new regional group "Atlantic Provinces", while Yukon and the North West Territories are now represented in the British Columbia estimates. The revision has been carried back to January 1951 and on pages 10 to 26 of this report will be found re-calculated estimates for the following series: Retail Trade, and Department Store Sales and Stocks for the months January 1953 to June 1953, and Chain Store Sales and Stocks (six specified trades) for the 30 months, January 1951 to June 1953. The annual report "Retail Trade, 1952", which will be published shortly, will give revised 1951 and 1952 data for retail trade and department stores based on the 1951 Census of Distribution.

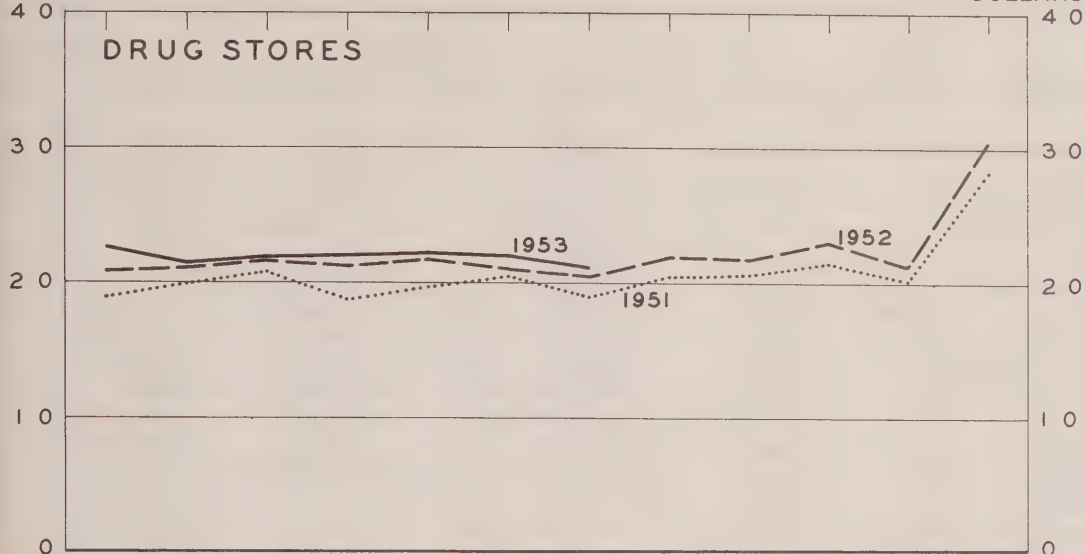
MONTHLY SALES

DRUG-JEWELLERY-TOBACCO STORES

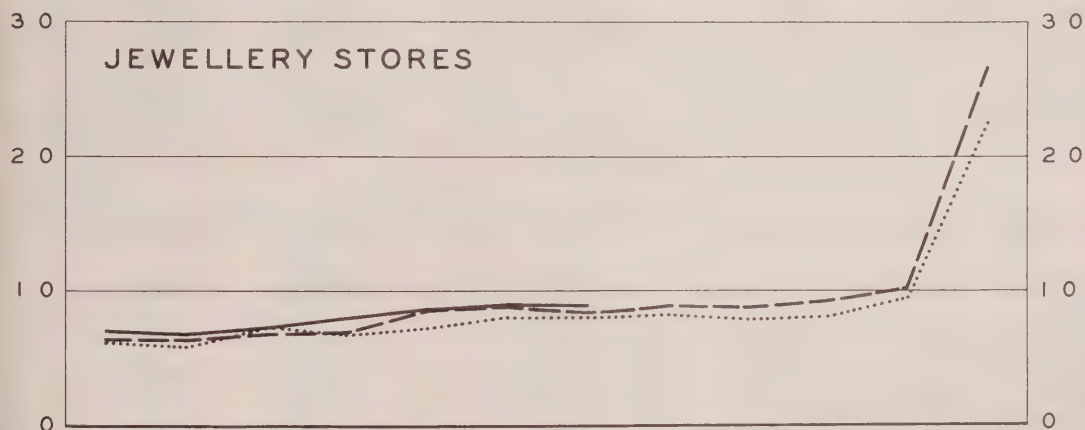
MILLION
DOLLARS
4 0

MILLION
DOLLARS
4 0

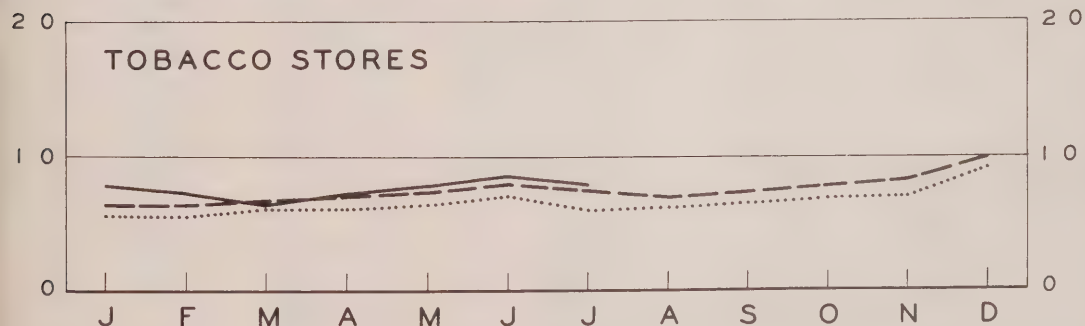
DRUG STORES



JEWELLERY STORES



TOBACCO STORES



JULY, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlanti
1	TOTAL, ALL TRADES	1,045,269	171,923	873,346	86,4
2	Grocery and Combination	184,950	63,914	121,036	17,7
3	Meat	14,402	504	13,898	(b)
4	General	49,576	3,507	46,069	9,8
5	Department	66,168	-	66,168	5,0
6	Variety	17,695	14,864	2,830	1,8
7	Motor Vehicle	221,894	2,310	219,584	15,0
8	Garage & Filling Station	55,144	302	54,842	4,2
9	Men's Clothing	14,428	1,564	12,864	9
10	Family Clothing	15,583	2,267	13,316	2,2
11	Women's Clothing	16,601	4,103	12,498	8
12	Shoe	9,302	3,612	5,690	6
13	Hardware	22,768	1,202	21,566	1,3
14	Lumber & Building Material	42,762	10,580	32,181	1,4
15	Furniture	14,905	3,730	11,175	(b)
16	Appliance & Radio	21,504	3,340	18,164	1,1
17	Restaurant	41,895	2,768	39,128	2,1
18	Coal & Wood	13,613	308	13,306	7
19	Drug	21,130	2,796	18,334	1,4
20	Jewellery	9,010	2,517	6,493	5
21	Tobacco	7,698	1,335	6,363	(b)
22	All Others	184,241	46,400	137,841	17,5
		Manitoba			Saskatchev
23	TOTAL, ALL TRADES	59,116	7,702	51,414	73,2
24	Grocery & Combination	8,316	2,855	5,460	8,0
25	Meat	537	-	537	7
26	General	4,083	294	3,789	6,4
27	Department	6,941	-	6,941	3,5
28	Variety	448	427	21	6
29	Motor Vehicle	13,464	(a)	(a)	19,5
30	Garage & Filling Station	2,285	(a)	(a)	4,2
31	Men's Clothing	638	42	597	5
32	Family Clothing	622	(a)	(a)	7
33	Women's Clothing	(b)	(b)	(b)	5
34	Shoe	326	64	263	(b)
35	Hardware	1,325	(a)	(a)	2,7
36	Lumber & Building Material	4,788	1,228	3,560	5,1
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio	(b)	(b)	(b)	(b)
39	Restaurant	2,193	129	2,064	2,7
40	Coal & Wood	349	-	349	3
41	Drug	1,362	(a)	(a)	1,2
42	Jewellery	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others	9,236	1,981	7,255	13,7

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any differences between the totals and their components are due to the rounding of the figures.

JULY, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
862	73,562	235,252	35,391	199,861	395,774	76,729	319,045	1
482	15,268	54,910	13,987	40,923	69,392	34,040	35,352	2
	(b)	4,113	-	4,113	5,387	391	4,996	3
662	9,195	8,136	679	7,457	9,768	686	9,081	4
	5,003	10,624	-	10,624	21,393	-	21,393	5
610	201	4,887	3,864	1,024	7,836	6,880	956	6
(a)	(a)	45,489	(a)	(a)	81,413	756	80,657	7
(a)	(a)	10,580	(a)	(a)	22,679	(a)	(a)	8
(a)	(a)	3,597	260	3,337	6,234	1,033	5,200	9
203	2,038	5,708	1,166	4,542	4,397	678	3,719	10
138	700	3,869	968	2,901	7,138	1,796	5,342	11
(a)	(a)	2,519	937	1,582	4,057	1,992	2,065	12
(a)	(a)	4,853	681	4,173	7,864	251	7,613	13
	1,432	7,392	393	6,999	15,148	2,118	13,030	14
(a)	(a)	(b)	(b)	(b)	6,402	1,516	4,886	15
204	922	3,666	1,090	2,576	10,878	1,060	9,818	16
(a)	(a)	9,070	702	8,368	16,475	1,067	15,408	17
	752	3,611	-	3,611	7,817	308	7,509	18
129	1,334	4,169	346	3,823	8,908	1,407	7,501	19
129	396	(b)	(b)	(b)	3,648	1,048	2,600	20
(a)	(a)	2,441	408	2,032	4,287	(a)	(a)	21
960	11,570	37,995	7,239	30,756	74,653	19,127	55,527	22
Saskatchewan		Alberta			British Columbia			
9246	64,002	85,705	12,501	73,204	109,753	17,498	92,255	23
1833	6,203	10,004	3,403	6,601	16,543	5,314	11,229	24
(a)	(a)	1,198	(a)	(a)	1,818	(a)	(a)	25
(a)	(a)	5,378	(a)	(a)	5,921	857	5,064	26
	3,545	6,970	-	6,970	11,692	-	11,692	27
515	109	1,024	800	224	1,064	769	295	28
(a)	(a)	20,999	(a)	(a)	25,907	(a)	(a)	29
	4,224	5,654	-	5,654	5,522	(a)	(a)	30
(a)	(a)	1,122	107	1,016	1,337	47	1,290	31
(a)	(a)	956	88	868	955	(a)	(a)	32
158	418	1,676	278	1,398	2,125	607	1,518	33
(a)	(a)	482	168	314	990	200	790	34
	2,708	2,420	(a)	(a)	2,241	-	2,241	35
3472	1,695	5,751	2,978	2,773	3,085	392	2,692	36
(a)	(b)	727	-	727	1,033	(a)	(a)	37
(a)	(b)	(b)	(b)	(b)	2,435	457	1,979	38
(a)	(a)	4,252	83	4,170	4,943	709	4,234	39
	382	(b)	(b)	(b)	679	-	679	40
(a)	(a)	1,631	222	1,409	2,303	558	1,745	41
(a)	(a)	596	261	335	1,098	372	726	42
(a)	(a)	(b)	(a)	(a)	442	196	247	43
2318	11,446	13,442	3,439	10,003	17,620	6,336	11,284	44

(Without Adjustment for Price Changes)

JULY 1953 Over JULY 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 6.1	+ 4.9	+ 4.2	+ 7.5	+ 3.6	+ 8.2	+ 6.2	+ 6.4
Grocery & Combination.....	+ 6.4	+ 6.7	+ 6.5	+ 6.8	+ 4.0	+ 15.7	+ 3.9	+ 3.3
Meat.....	+ 12.9	(b)	+ 22.2	+ 17.3	- 12.0	+ 8.8	+ 1.1	+ 5.9
General	- 0.9	- 3.6	- 5.7	- 3.4	- 0.4	+ 9.3	+ 3.9	+ 0.6
Department	+ 8.4	- 0.9	+ 5.0	+ 7.3	+ 9.9	+ 11.7	+ 14.5	+ 12.9
Variety.....	+ 8.2	+ 7.1	+ 7.6	+ 7.3	+ 5.9	+ 5.1	+ 10.9	+ 20.1
Motor Vehicle	+ 7.2	+ 4.5	+ 8.2	+ 11.0	- 6.5	+ 9.1	+ 3.3	+ 6.0
Garage & Filling Station	+ 11.9	+ 0.3	+ 13.4	+ 8.5	+ 11.7	+ 23.9	+ 17.4	+ 19.8
Men's Clothing.....	+ 1.8	+ 5.0	+ 6.1	- 2.2	+ 6.0	+ 13.9	- 1.2	+ 4.8
Family Clothing	+ 3.7	- 3.7	+ 3.6	+ 5.9	+ 3.8	+ 14.3	+ 7.5	+ 2.8
Women's Clothing.....	+ 9.8	+ 13.7	+ 7.1	+ 10.2	(b)	+ 2.5	+ 21.4	+ 7.4
Shoe.....	+ 6.6	(c)	+ 2.5	+ 8.6	+ 8.3	(b)	+ 11.6	+ 12.4
Hardware	+ 13.3	+ 7.1	+ 16.0	+ 6.5	+ 20.5	+ 19.3	+ 23.9	+ 16.1
Lumber & Building Material....	+ 16.3	- 3.2	+ 22.7	+ 15.6	+ 23.7	+ 9.9	+ 12.7	+ 24.0
Furniture	- 2.0	(b)	(b)	+ 4.6	(b)	(b)	- 17.6	+ 7.7
Appliance and Radio.....	+ 9.5	+ 6.6	+ 0.1	+ 18.3	(b)	(b)	(b)	- 8.6
Restaurant	- 2.9	- 7.8	- 7.9	- 4.6	+ 4.4	+ 13.9	+ 4.3	- 1.9
Coal & Wood	- 2.9	- 1.4	- 4.0	- 2.6	- 5.4	+ 41.5	(b)	- 16.8
Drug.....	+ 3.4	+ 0.8	+ 0.9	+ 2.7	+ 7.2	+ 13.2	+ 7.0	+ 2.2
Jewellery	+ 9.4	+ 6.7	(b)	- 2.0	(b)	(b)	+ 9.6	+ 4.1
Tobacco.....	+ 3.6	(b)	+ 4.9	+ 3.7	(b)	(b)	(b)	- 3.3
All Others.....	+ 4.2	+ 18.1	- 4.8	+ 8.8	+ 3.5	- 5.9	+ 0.8	+ 6.6

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

JANUARY TO JULY 1953 OVER JANUARY TO JULY 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 6.2	+ 5.0	+ 6.1	+ 6.1	+ 6.9	+ 11.5	+ 6.7	+ 3.7
Grocery & Combination.....	+ 3.7	+ 2.8	+ 3.6	+ 4.5	+ 2.9	+ 6.1	+ 3.6	+ 0.7
Meat.....	+ 2.7	(b)	+ 2.0	+ 6.0	- 5.2	+ 4.4	- 3.8	+ 0.5
General	- 2.5	- 2.7	- 8.3	- 3.8	- 2.5	+ 4.8	+ 0.9	- 1.4
Department	+ 5.7	+ 0.6	+ 5.9	+ 4.3	+ 5.4	+ 11.1	+ 11.4	+ 5.7
Variety.....	+ 7.0	+ 8.9	+ 6.3	+ 5.6	+ 7.8	+ 10.1	+ 12.6	+ 12.2
Motor Vehicle.....	+ 11.9	+ 14.2	+ 14.5	+ 11.2	+ 12.3	+ 17.2	+ 5.0	+ 10.0
Garage & Filling Station	+ 9.0	+ 3.2	+ 13.9	+ 6.5	+ 3.6	+ 16.4	+ 15.0	+ 7.8
Men's Clothing.....	- 1.0	(c)	+ 2.7	- 4.3	+ 2.6	+ 4.8	+ 2.1	- 2.3
Family Clothing	+ 3.3	- 0.4	+ 4.0	+ 4.0	+ 1.8	+ 10.6	+ 6.3	- 2.4
Women's Clothing.....	+ 4.7	+ 6.9	+ 3.5	+ 3.0	+ 11.3	+ 10.1	+ 17.1	+ 2.0
Shoe.....	+ 4.1	+ 6.4	+ 2.2	+ 4.4	+ 2.4	(b)	+ 10.3	+ 3.1
Hardware	+ 8.0	+ 7.2	+ 12.0	+ 5.0	+ 1.9	+ 13.1	+ 8.5	+ 8.8
Lumber & Building Material....	+ 12.9	+ 11.2	+ 19.4	+ 10.4	+ 10.3	+ 16.7	+ 15.4	+ 6.5
Furniture.....	+ 8.7	(b)	(b)	+ 10.7	(b)	(b)	+ 8.9	- 0.1
Appliance and Radio.....	+ 14.7	(b)	(b)	+ 21.0	(b)	(b)	(b)	- 10.5
Restaurant	- 2.6	- 1.4	- 6.1	- 3.4	+ 0.2	+ 10.1	- 1.7	- 1.7
Coal & Wood	- 7.5	- 9.3	- 8.2	- 8.3	+ 5.8	+ 20.5	(b)	- 10.1
Drug.....	+ 3.3	- 1.2	+ 4.0	+ 2.9	+ 5.8	+ 6.9	+ 5.7	+ 2.0
Jewellery	+ 3.4	+ 1.7	+ 11.2	+ 6.8	(b)	(b)	(b)	+ 8.2
Tobacco.....	+ 7.3	(b)	+ 1.6	+ 11.7	(b)	(b)	(b)	- 5.0
All Others.....	+ 6.8	+ 9.6	+ 5.6	+ 6.9	+ 11.8	+ 8.3	+ 6.8	+ 2.8

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

JULY 1953 Over JUNE 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.2	- 3.9	- 4.3	- 1.9	+ 2.0	+ 4.0	+ 1.4	+ 3.4
Grocery & Combination.....	+ 2.6	+ 3.5	+ 3.1	+ 1.9	- 0.4	+ 10.7	+ 0.5	+ 1.7
Meat.....	- 0.1	(b)	+ 10.5	- 4.7	+ 1.5	- 4.7	+ 12.0	- 6.9
General	+ 6.2	+ 2.0	- 3.9	+ 10.1	+ 5.9	+ 4.7	+ 5.6	+ 29.1
Department	- 17.0	- 21.0	- 27.1	- 19.8	- 7.3	- 21.5	- 9.7	- 6.1
Variety.....	- 2.6	- 1.0	- 11.5	(c)	+ 2.1	+ 0.3	+ 7.6	+ 9.5
Motor Vehicle.....	- 3.5	- 13.3	- 1.0	- 4.4	+ 10.9	- 8.9	- 6.1	+ 2.1
Garage & Filling Station	+ 11.1	+ 12.0	+ 3.0	+ 4.9	- 2.7	+ 73.2	+ 24.7	+ 18.4
Men's Clothing.....	- 17.1	- 21.5	- 22.1	- 20.3	+ 46.0	- 23.1	- 8.3	- 3.9
Family Clothing	- 11.6	- 15.2	- 15.7	- 8.9	- 12.8	- 6.7	- 6.4	+ 6.3
Women's Clothing.....	- 8.4	+ 3.1	- 28.9	- 1.7	(b)	- 14.3	+ 15.8	+ 10.2
Shoe.....	- 18.3	- 21.0	- 31.3	- 15.1	- 14.2	(b)	- 6.9	+ 7.3
Hardware	- 4.2	- 1.5	- 12.1	- 9.9	+ 8.6	+ 20.7	- 2.9	+ 2.1
Lumber & Building Material....	+ 4.8	- 2.8	- 3.1	+ 9.2	+ 7.6	+ 9.9	+ 4.0	- 1.9
Furniture.....	- 11.3	(b)	(b)	- 7.5	(b)	(b)	- 7.2	+ 3.7
Appliance and Radio.....	+ 1.7	(b)	(b)	+ 3.3	(b)	(b)	(b)	+ 10.4
Restaurant	+ 13.1	+ 12.0	+ 5.2	+ 14.8	+ 11.0	+ 13.0	+ 24.0	+ 15.9
Coal & Wood	+ 6.5	- 7.6	+ 10.6	+ 7.9	- 8.9	+ 65.4	(b)	- 17.5
Drug.....	- 4.5	- 0.5	- 6.0	- 9.2	+ 1.3	+ 2.4	+ 4.0	+ 3.0
Jewellery	+ 0.4	- 5.2	(b)	- 5.8	(b)	(b)	(b)	+ 2.7
Tobacco.....	- 10.9	(b)	+ 17.0	- 22.0	(b)	(b)	(b)	+ 0.7
All Others.....	+ 0.7	+ 0.2	- 5.3	+ 0.6	- 2.2	+ 20.0	+ 4.6	+ 1.6

(b) Not available (c) Unchanged

Department Store Sales and Stocks

JULY 1952 and JULY 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	July	July	Change	June 30	June 30	Change
	1952	1953	1953 52	1952	1953	1953/ 52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	61,036	66,168	+ 8.4	184,942	227,663	+ 23.1
Women's and Misses' Dresses.....	2,182	2,251	+ 3.2	3,316	3,550	+ 7.1
Women's and Misses' Coats and Suits	762	814	+ 6.8	2,722	3,015	+ 10.8
Women's and Misses' Sportswear.....	1,912	2,134	+ 11.6	4,511	5,685	+ 26.0
Furs	743	740	- 0.4	4,271	4,645	+ 8.8
Girls' and Infants' Wear	2,049	2,249	+ 9.8	7,253	9,535	+ 31.5
Lingerie and Corsets	2,634	2,812	+ 6.8	6,617	7,819	+ 18.2
Aprons, Housedresses and Uniforms	717	591	- 17.6	930	1,220	+ 31.2
Millinery	315	360	+ 14.3	811	840	+ 3.6
Hosiery and Apparel Accessories	1,819	2,009	+ 10.4	6,196	7,430	+ 19.9
Women's, Misses' and Children's Shoes	2,287	2,365	+ 3.4	10,703	12,656	+ 18.2
Ladies' Apparel and Accessories.						
Total 1 - 10	15,420	16,325	+ 5.9	47,330	56,395	+ 19.2
1. Men's Clothing	1,749	1,916	+ 9.5	6,660	7,781	+ 16.8
2. Men's Furnishings	2,598	2,751	+ 5.9	9,082	11,925	+ 31.3
3. Boys' Clothing and Furnishings	1,068	1,099	+ 2.9	4,979	6,379	+ 28.1
4. Men's and Boys' Shoes	1,024	1,026	+ 0.2	3,666	4,809	+ 31.2
5. Food and Kindred Products.....	4,810	4,751	- 1.2	4,069	3,861	- 5.1
6. Toiletries, Cosmetics and Drugs	1,686	1,804	+ 7.0	4,815	5,098	+ 5.9
7. Photographic Equipment and Supplies ..	281	315	+ 12.1	767	893	+ 16.4
8. Piece Goods	1,394	1,390	- 0.3	7,818	8,639	+ 10.5
9. Linens and Domestics	2,586	2,643	+ 2.2	7,499	8,769	+ 16.9
0. Smallwares	1,255	1,386	+ 10.4	5,503	5,833	+ 6.0
1. China and Glassware	1,060	1,107	+ 4.4	7,927	8,195	+ 3.4
2. Home Furnishings	3,745	4,243	+ 13.3	17,879	21,789	+ 21.9
3. Furniture	4,370	5,216	+ 19.4	10,268	15,497	+ 50.9
4. Major Appliances	3,386	3,511	+ 3.7	5,991	9,315	+ 55.5
5. Radio and Music	694	959	+ 38.2	3,800	5,977	+ 57.3
6. Hardware and Housewares	4,558	5,120	+ 12.3	11,731	14,212	+ 21.1
7. Jewellery	1,162	1,248	+ 7.4	6,818	7,545	+ 10.7
8. Sporting Goods and Luggage	2,331	2,861	+ 22.7	7,227	11,379	+ 57.5
9. Stationery, Books and Magazines	738	815	+ 10.4	3,407	3,919	+ 15.0
0. All Other Departments	5,121	5,682	+ 11.0	7,706	9,453	+ 22.7

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

10

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total - All Trades								
January	839,398	69,999	184,540	335,715	48,511	46,416	66,603	87,624
February	803,608	65,425	179,248	319,038	44,882	44,292	65,008	85,719
March	931,476	78,118	221,929	355,976	48,844	54,149	74,335	98,133
April	1,045,145	84,991	244,131	388,929	58,079	81,411	83,694	103,918
May	1,097,855	93,134	261,233	410,472	61,400	77,762	86,770	107,094
June	1,058,384	89,910	245,788	403,638	57,940	70,457	84,519	106,139
Half-year Total	5,775,866	481,577	1,336,869	2,213,768	319,656	374,487	460,929	588,627
Grocery and Combination Stores								
January	170,770	17,248	47,211	66,908	7,749	6,019	9,624	16,012
February	156,454	16,347	44,991	59,694	6,948	5,653	8,500	14,322
March	163,095	16,221	45,956	62,860	7,518	6,007	9,022	15,511
April	170,693	16,686	49,027	64,733	7,816	7,019	9,448	15,964
May	185,736	17,799	54,467	70,881	8,629	7,171	10,241	16,550
June	180,303	17,151	53,242	68,080	8,347	7,261	9,950	16,271
Half-year Total	1,027,051	101,452	294,894	393,156	47,007	39,130	56,785	94,630
Meat Stores								
January	13,648	616	3,311	5,828	(b)	512	1,110	1,901
February	12,424		3,281	5,022	373	519	933	1,689
March	12,578		3,363	4,961	355	526	1,156	1,674
April	13,691		3,885	5,232	458	654	1,105	1,704
May	14,441		3,871	5,716	515	692	1,225	1,786
June	14,415		3,721	5,654	529	767	1,070	1,952
Half-year Total	81,197	3,781	21,432	32,413	2,599	3,670	6,599	10,706

(b) Not available

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
General Stores								
January	36,638	7,829	5,920	6,699	3,153	4,754	4,375	3,909
February	33,402	6,750	5,724	6,125	2,965	4,013	4,079	3,747
March	38,017	8,136	6,767	6,587	3,228	4,698	4,264	4,338
April	41,825	8,696	7,543	7,175	3,758	5,470	5,067	4,116
May	48,239	10,614	8,731	8,592	4,233	6,132	5,383	4,553
June	46,677	9,666	8,465	8,868	3,856	6,142	5,094	4,588
Half-year Total	244,798	51,691	43,150	44,046	21,193	31,209	28,262	25,251
Department Stores								
January	65,361	4,246	11,342	21,534	6,662	3,913	7,083	10,582
February	62,939	4,443	10,811	21,097	6,121	3,423	6,576	10,468
March	78,547	5,803	14,754	25,980	7,375	4,548	7,870	12,217
April	80,096	6,565	14,407	26,024	8,009	5,078	7,907	12,106
May	86,004	7,052	15,684	28,752	7,940	4,961	8,330	13,285
June	79,757	6,333	14,580	26,664	7,490	4,518	7,716	12,457
Half-year Total	452,704	34,442	81,578	150,051	43,597	26,441	45,482	71,115
Variety Stores								
January	12,448	1,128	3,568	5,604	307	455	671	715
February	12,412	1,169	3,377	5,610	312	480	704	760
March	14,788	1,422	4,182	6,582	369	529	826	877
April	17,314	1,697	5,068	7,515	458	643	966	969
May	18,664	1,902	5,743	8,069	469	602	869	1,011
June	18,172	1,830	5,523	7,834	439	621	952	972
Half-year Total	93,798	9,148	27,461	41,214	2,354	3,330	4,988	5,304

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

12

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Motor Vehicle Dealers								
January	140,416	9,301	22,210	57,423	10,092	11,505	12,626	17,260
February	161,117	10,975	25,787	65,807	11,110	12,181	14,943	20,312
March	213,075	17,228	45,583	80,533	10,852	16,386	18,973	23,521
April	256,384	19,225	55,202	92,752	13,734	27,679	22,087	25,705
May	242,440	20,113	50,942	87,786	13,790	23,099	21,750	24,960
June	229,841	17,342	45,927	85,185	12,141	21,509	22,362	25,377
Half-year Total	1,243,273	94,184	245,651	469,486	71,719	112,359	112,741	137,135
Garages and Filling Stations								
January	37,336	3,073	7,015	16,660	1,547	1,296	4,057	3,689
February	34,248	2,243	6,681	15,082	1,092	1,534	4,424	3,193
March	38,620	3,119	7,041	16,966	1,449	(b)	4,379	3,876
April	44,886	3,023	9,217	19,061	2,095	(b)	4,938	4,213
May	48,549	3,286	9,869	21,563	2,062	2,821	4,623	4,325
June	49,619	3,751	10,270	21,614	2,348	2,439	4,535	4,663
Half-year Total	253,258	18,495	50,093	110,946	10,593	12,219	26,956	23,959
Men's Clothing Stores								
January	14,387	904	4,097	5,824	496	747	1,198	1,121
February	11,633	724	3,117	5,002	316	461	1,071	941
March	15,355	829	4,729	6,712	377	625	963	1,121
April	16,242	1,050	4,624	7,016	409	751	1,266	1,127
May	18,430	1,306	5,132	8,133	454	764	1,358	1,283
June	17,410	1,272	4,620	7,817	437	650	1,223	1,391
Half-year Total	93,457	6,085	26,319	40,504	2,489	3,998	7,079	6,984

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Family Clothing Stores								
January	14,014	1,978	4,607	4,259	617	755	865	933
February	10,597	1,440	3,837	3,259	366	479	689	527
March	15,452	2,060	6,201	4,817	495	513	804	562
April	16,599	2,305	6,277	4,550	697	811	895	1,065
May	18,055	2,541	6,754	5,154	715	790	1,112	989
June	17,630	2,641	6,774	4,826	713	756	1,021	898
Half-year Total	92,347	12,965	34,450	26,865	3,603	4,104	5,386	4,974
Women's Clothing Stores								
January	14,280	653	3,128	6,303	438	758	1,098	1,901
February	12,416	646	3,558	5,002	371	526	854	1,458
March	16,876	738	4,574	7,293	463	597	1,085	2,126
April	17,805	853	4,943	7,113	641	811	1,375	2,069
May	19,063	927	4,932	7,680	587	722	1,684	2,531
June	18,125	813	5,445	7,258	561	672	1,447	1,928
Half-year Total	98,565	4,630	26,580	40,649	3,061	4,086	7,543	12,013
Shoe Stores								
January	7,322	495	1,833	3,409	217	NOT AVAILABLE	373	800
February	6,475	440	2,050	2,745	157		273	639
March	8,194	668	2,566	3,369	240		383	764
April	10,647	794	3,560	4,246	343		530	884
May	11,631	769	3,861	4,682	382		571	1,035
June	11,379	847	3,665	4,777	380		518	923
Half-year Total	55,648	4,013	17,541	23,228	1,719	1,457	2,648	5,045

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

14

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Hardware Stores								
January	14,584	832	2,952	5,401	760	1,525	1,844	1,270
February	12,782	702	2,503	4,858	695	1,232	1,372	1,421
March	15,633	856	3,311	5,885	692	1,434	1,867	(b)
April	19,808	1,133	3,973	7,033	978	2,720	2,126	1,845
May	24,674	1,406	5,621	9,269	1,182	2,309	2,664	2,225
June	23,776	1,377	5,521	8,729	1,220	2,243	2,492	2,194
Half-year Total	111,257	6,306	23,881	41,175	5,527	11,463	12,365	10,543
Lumber and Building Material Dealers								
January	22,712	935	3,221	8,559	2,495	2,370	3,105	2,027
February	22,432	987	3,819	8,063	1,883	2,115	3,449	2,117
March	24,323	1,025	4,715	8,409	1,960	2,004	3,559	2,652
April	30,234	1,105	5,613	10,961	2,647	3,265	3,773	2,871
May	37,102	1,343	6,890	13,614	4,049	4,082	4,273	2,851
June	40,804	1,474	7,630	13,875	4,449	4,700	5,530	3,146
Half-year Total	177,607	6,869	31,888	63,481	17,482	18,536	23,689	15,664
Furniture Stores								
January	12,812	715	3,879	6,153	NOT AVAILABLE	NOT AVAILABLE	910	711
February	11,618	476	3,619	5,381	NOT AVAILABLE	NOT AVAILABLE	846	756
March	14,122	614	4,996	6,130	NOT AVAILABLE	NOT AVAILABLE	931	898
April	15,482	978	5,563	6,442	NOT AVAILABLE	NOT AVAILABLE	897	925
May	17,056	1,058	6,937	6,685	NOT AVAILABLE	NOT AVAILABLE	919	1,010
June	16,795	(b)	(b)	6,918	NOT AVAILABLE	NOT AVAILABLE	783	996
Half-year Total	87,885	4,746	31,699	37,709	1,855	1,294	5,286	5,296

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Appliance and Radio Stores								
January	22,363	(b)	3,047	12,283	(b)	NOT AVAILABLE	NOT AVAILABLE	2,215
February	21,132	(b)	3,495	11,507	(b)			2,154
March	23,637	931	(b)	11,833	(b)			2,178
April	22,056	(b)	(b)	10,084	(b)			(b)
May	24,050	1,022	(b)	11,183	1,050			2,271
June	21,135	(b)	(b)	10,534	1,019			2,206
Half-year Total	134,373	5,895	24,393	67,424	7,256	7,138	8,770	13,499
Restaurants								
January	32,869	1,599	8,046	12,507	1,844	2,150	2,759	3,964
February	30,797	1,581	7,644	11,771	1,674			3,532
March	32,394	1,879	7,489	12,274	1,917			3,986
April	35,969	(b)	8,404	13,527	2,102			4,685
May	37,574	1,939	8,447	14,389	2,330			4,159
June	37,049	1,940	8,621	14,348	1,976			4,266
Half-year Total	206,652	10,762	48,651	78,816	11,843	13,691	18,298	24,592
Coal and Wood Dealers								
January	25,524	1,875	7,916	11,815	1,183	814	NOT AVAILABLE	1,828
February	21,095	1,749	6,788	9,904	682			1,301
March	19,362	1,660	6,008	9,254	687			1,157
April	12,673	965	3,436	6,497	372			1,013
May	10,811	928	2,774	5,747	380			670
June	12,784	814	3,265	7,248	383			823
Half-year Total	102,249	7,991	30,187	50,465	3,687	2,881	249	6,792

(b) Not available

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

16

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Drug Stores								
January	22,639	1,501	4,833	9,696	1,360	1,231	1,683	2,336
February	21,418	1,367	4,630	8,988	1,563	1,168	1,539	2,164
March	21,914	1,459	4,679	9,188	1,311	1,333	1,635	2,309
April	21,990	1,491	4,507	9,333	1,351	1,369	1,605	2,334
May	22,183	1,421	4,635	9,554	1,426	1,277	1,629	2,242
June	22,123	1,470	4,436	9,806	1,344	1,264	1,569	2,235
Half-year Total	132,267	8,709	27,720	56,565	8,355	7,642	9,660	13,620
Jewellery Stores								
January	7,081	351	1,498	3,167	372	NOT AVAILABLE	521	845
February	6,764	356	1,479	3,164	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	740
March	7,290	414	1,695	3,236	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	822
April	7,892	432	2,056	3,258	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	878
May	8,619	530	1,781	3,996	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	933
June	8,973	554	1,859	3,874	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	1,069
Half-year Total	46,619	2,637	10,368	20,695	2,415	2,145	3,077	5,287
Tobacco Stores								
January	7,869	NOT AVAILABLE	1,734	(b)	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	440
February	7,326	NOT AVAILABLE	1,769	4,607	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	427
March	6,398	NOT AVAILABLE	1,561	3,854	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	436
April	7,160	NOT AVAILABLE	1,770	4,380	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	432
May	7,737	NOT AVAILABLE	1,752	4,974	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	419
June	8,644	NOT AVAILABLE	2,087	5,496	NOT AVAILABLE	NOT AVAILABLE	NOT AVAILABLE	439
Half-year Total	45,134	1,106	10,673	28,426	635	533	1,173	2,593

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
All Other Trades								
January	144,325	13,475	33,172	60,568	6,824	6,164	10,958	13,165
February	134,127	11,546	30,288	56,350	6,323	6,180	10,390	13,051
March	151,806	12,307	36,792	59,253	7,523	8,677	11,735	15,520
April	185,699	14,497	40,985	71,997	10,135	17,413	14,133	16,538
May	196,797	16,351	46,889	74,053	10,421	17,256	13,822	18,006
June	182,973	17,494	40,134	74,233	9,441	11,471	12,855	17,345
Half-year Total	995,727	85,670	228,260	396,454	50,667	67,161	73,893	93,625

January

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	1952	1953	Change	1952	1953	Change
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	56,576	65,361	+ 15.5	177,063	201,536	+ 13.
1. Women's and Misses' Dresses.....	1,620	1,747	+ 7.8	3,512	4,024	+ 14.
2. Women's and Misses' Coats and Suits	1,152	1,363	+ 18.3	2,912	3,387	+ 16.
3. Women's and Misses' Sportswear.....	1,299	1,468	+ 13.0	3,224	4,362	+ 35.
4. Furs	1,407	1,854	+ 31.8	3,062	3,416	+ 11.
5. Girls' and Infants' Wear	1,882	2,083	+ 10.7	6,730	8,699	+ 29.
6. Lingerie and Corsets	2,412	2,665	+ 10.5	5,473	7,327	+ 33.
7. Aprons, Housedresses and Uniforms	446	478	+ 7.2	623	863	+ 38.
8. Millinery	346	419	+ 21.1	947	957	+ 1.
9. Hosiery and Apparel Accessories	1,907	2,138	+ 12.1	5,744	6,255	+ 8.
10. Women's, Misses' and Children's Shoes	1,739	1,999	+ 15.0	10,095	12,053	+ 19.
Ladies' Apparel and Accessories.						
Total 1 - 10	14,210	16,214	+ 14.1	42,322	51,343	+ 21.
11. Men's Clothing	2,014	2,157	+ 7.1	6,708	6,838	+ 1.
12. Men's Furnishings	2,207	2,456	+ 11.3	7,993	9,429	+ 18.
13. Boys' Clothing and Furnishings	1,326	1,325	- 0.1	4,727	5,739	+ 21.
14. Men's and Boys' Shoes	776	888	+ 14.4	3,851	4,606	+ 19.
15. Food and Kindred Products.....	5,238	5,140	- 1.9	4,807	4,221	- 12.
16. Toiletries, Cosmetics and Drugs	1,716	1,948	+ 13.5	4,150	4,852	+ 16.
17. Photographic Equipment and Supplies..	163	204	+ 25.2	772	864	+ 11.
18. Piece Goods	2,420	2,454	+ 1.4	6,894	7,982	+ 15.
19. Linens and Domestic	3,850	4,118	+ 7.0	6,871	8,533	+ 24.
20. Smallwares	1,718	1,791	+ 4.2	5,013	5,597	+ 11.
21. China and Glassware	681	811	+ 19.1	7,144	7,169	+ 0.
22. Home Furnishings	3,178	4,055	+ 27.6	18,724	19,259	+ 2.
23. Furniture	3,832	4,959	+ 29.4	11,617	13,315	+ 14.
24. Major Appliances	1,850	3,175	+ 71.6	6,858	7,704	+ 12.
25. Radio and Music	1,081	1,598	+ 47.8	3,827	4,678	+ 22.
26. Hardware and Housewares	2,934	3,439	+ 17.2	11,320	12,655	+ 11.
27. Jewellery	939	1,079	+ 14.9	6,626	6,898	+ 4.
28. Sporting Goods and Luggage	985	1,244	+ 26.3	6,846	8,286	+ 21.
29. Stationery, Books and Magazines.....	964	1,164	+ 20.7	3,025	3,504	+ 15.
30. All Other Departments	4,494	5,142	+ 14.4	6,968	8,064	+ 15.

February

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	1952	1953	Change	1952	1953	Change
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	61,368	62,939	+ 2.6	194,328	228,480	+ 17.6
Women's and Misses' Dresses.....	2,150	1,923	- 10.6	4,512	5,205	+ 15.4
Women's and Misses' Coats and Suits	1,562	1,565	+ 0.2	4,358	5,333	+ 22.4
Women's and Misses' Sportswear.....	1,421	1,506	+ 6.0	3,995	5,367	+ 34.3
Furs	639	845	+ 32.2	3,429	3,867	+ 12.8
Girls' and Infants' Wear	2,286	2,437	+ 6.6	7,683	10,990	+ 43.0
Lingerie and Corsets	2,658	2,734	+ 2.9	6,098	8,579	+ 40.7
Aprons, Housedresses and Uniforms....	458	450	- 1.7	746	1,078	+ 44.5
Millinery	524	544	+ 3.8	1,312	1,475	+ 12.4
Hosiery and Apparel Accessories	2,265	2,301	+ 1.6	6,712	8,106	+ 20.8
Women's, Misses' and Children's Shoes	2,194	2,252	+ 2.6	11,452	14,403	+ 25.8
Ladies' Apparel and Accessories.						
Total 1 - 10	16,157	16,557	+ 2.5	50,297	64,403	+ 28.0
Men's Clothing	1,908	1,799	- 5.7	7,321	7,778	+ 6.2
Men's Furnishings	2,129	2,207	+ 3.7	8,992	11,445	+ 27.3
Boys' Clothing and Furnishings	1,217	1,140	- 6.3	5,409	6,829	+ 26.3
Men's and Boys' Shoes	879	896	+ 1.9	4,168	5,274	+ 26.5
Food and Kindred Products.....	5,477	4,870	- 11.1	4,863	4,109	- 15.5
Toiletries, Cosmetics and Drugs	1,846	1,875	+ 1.6	4,460	5,091	+ 14.1
Photographic Equipment and Supplies..	184	206	+ 12.0	804	866	+ 7.7
Piece Goods	2,086	1,972	- 5.5	7,873	8,875	+ 12.7
Linens and Domestics	3,026	2,778	- 8.2	7,536	9,683	+ 28.5
Smallwares	1,667	1,552	- 6.9	5,520	5,624	+ 1.9
China and Glassware	826	819	- 0.8	7,503	7,371	- 1.8
Home Furnishings	4,381	4,718	+ 7.7	19,595	21,004	+ 7.2
Furniture	4,335	4,985	+ 15.0	12,356	14,583	+ 18.0
Major Appliances	2,483	2,894	+ 16.6	6,587	8,432	+ 28.0
Radio and Music	1,159	1,444	+ 24.6	3,769	4,743	+ 25.8
Hardware and Housewares	3,601	3,777	+ 4.9	12,073	13,234	+ 9.6
Jewellery	1,109	1,157	+ 4.3	6,975	7,378	+ 5.8
Porting Goods and Luggage.....	1,158	1,236	+ 6.7	7,461	9,067	+ 21.5
Stationery, Books and Magazines.....	1,051	1,114	+ 6.0	3,160	3,574	+ 13.1
All Other Departments.....	4,689	4,943	+ 5.4	7,606	9,117	+ 19.9

Department Store Sales and Stocks

March

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	1952	1953	Change	1952	1953	Change
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	71,514	78,547	+ 9.8	206,758	241,305	+ 16.7
1. Women's and Misses' Dresses.....	2,583	2,666	+ 3.2	4,862	5,284	+ 8.7
2. Women's and Misses' Coats and Suits	3,358	4,112	+ 22.5	4,485	5,079	+ 13.2
3. Women's and Misses' Sportswear.....	1,549	1,722	+ 11.2	4,660	5,982	+ 28.4
4. Furs	640	866	+ 35.3	3,831	4,230	+ 10.4
5. Girls' and Infants' Wear	3,673	4,562	+ 24.2	8,108	11,278	+ 39.1
6. Lingerie and Corsets	2,748	3,013	+ 9.6	7,217	9,247	+ 28.1
7. Aprons, Housedresses and Uniforms....	598	593	- 0.8	961	1,271	+ 32.3
8. Millinery	1,011	1,214	+ 20.1	1,426	1,486	+ 4.2
9. Hosiery and Apparel Accessories	2,883	3,203	+ 11.1	7,385	8,376	+ 13.4
10. Women's, Misses' and Children's Shoes	3,298	3,722	+ 12.9	12,420	14,621	+ 17.7
Ladies' Apparel and Accessories.						
Total 1 - 10	22,341	25,673	+ 14.9	55,355	66,854	+ 20.8
11. Men's Clothing	2,654	2,965	+ 11.7	7,733	8,458	+ 9.4
12. Men's Furnishings	2,551	2,681	+ 5.1	9,933	12,652	+ 27.4
13. Boys' Clothing and Furnishings	2,145	2,365	+ 10.3	5,785	7,139	+ 23.4
14. Men's and Boys' Shoes	1,238	1,238	(a)	4,424	5,524	+ 24.9
15. Food and Kindred Products.....	5,556	5,176	- 6.8	4,610	3,983	- 13.6
16. Toiletries, Cosmetics and Drugs	1,807	1,871	+ 3.5	4,747	5,232	+ 10.2
17. Photographic Equipment and Supplies..	188	226	+ 20.2	809	901	+ 11.4
18. Piece Goods	2,295	2,269	- 1.1	8,353	9,243	+ 10.7
19. Linens and Domestic Goods	2,292	2,428	+ 5.9	8,306	10,027	+ 20.7
20. Smallwares	1,623	1,608	- 0.9	5,857	6,213	+ 6.1
21. China and Glassware	793	807	+ 1.8	7,748	7,614	- 1.7
22. Home Furnishings	4,813	5,289	+ 9.9	19,934	22,124	+ 11.0
23. Furniture	3,934	4,508	+ 14.6	12,600	16,041	+ 27.3
24. Major Appliances	2,671	3,221	+ 20.6	6,614	8,931	+ 35.0
25. Radio and Music	1,103	1,396	+ 26.6	4,002	5,029	+ 25.7
26. Hardware and Housewares	4,132	4,611	+ 11.6	12,926	13,989	+ 8.2
27. Jewellery	1,142	1,186	+ 3.9	7,044	7,472	+ 6.1
28. Sporting Goods and Luggage	1,519	1,761	+ 15.9	7,996	10,090	+ 26.2
29. Stationery, Books and Magazines.....	1,011	1,114	+ 10.2	3,441	3,812	+ 10.8
30. All Other Departments	5,706	6,154	+ 7.9	8,541	9,977	+ 16.8

April

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	1952	1953	Change	1952	1953	Change
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	76,452	80,096	+ 4.8	203,159	244,086	+ 20.1
Women's and Misses' Dresses.....	3,048	2,850	- 6.5	4,612	5,105	+ 10.7
Women's and Misses' Coats and Suits	3,902	3,699	- 5.2	3,818	4,836	+ 26.7
Women's and Misses' Sportswear.....	1,886	1,872	- 0.7	4,951	6,278	+ 26.8
Furs	414	395	- 4.6	3,771	4,381	+ 16.2
Girls' and Infants' Wear	4,469	4,473	+ 0.1	7,446	10,987	+ 47.6
Lingerie and Corsets	2,807	2,965	+ 5.6	8,091	9,292	+ 14.8
Aprons, Housedresses and Uniforms....	617	589	- 4.5	1,070	1,277	+ 19.3
Millinery	1,298	1,160	- 10.6	1,087	1,276	+ 17.4
Hosiery and Apparel Accessories	3,338	3,359	+ 0.6	6,420	8,432	+ 31.3
Women's, Misses' and Children's Shoes	4,115	3,958	- 3.8	11,827	14,396	+ 21.7
Ladies' Apparel and Accessories.						
Total 1 - 10	25,894	25,320	- 2.2	53,093	66,260	+ 24.8
Men's Clothing	2,719	2,714	- 0.2	7,593	8,439	+ 11.1
Men's Furnishings	2,914	3,023	+ 3.7	10,222	13,042	+ 27.6
Boys' Clothing and Furnishings	2,612	2,372	- 9.2	5,460	7,010	+ 28.4
Men's and Boys' Shoes	1,383	1,383	(a)	4,257	5,324	+ 25.1
Food and Kindred Products.....	5,311	4,957	- 6.7	4,443	3,906	- 12.1
Toiletries, Cosmetics and Drugs	1,695	1,800	+ 6.2	4,873	5,242	+ 7.6
Photographic Equipment and Supplies..	188	224	+ 19.1	791	805	+ 14.4
Piece Goods	1,879	1,957	+ 4.2	8,394	9,240	+ 10.1
Linens and Domestics	2,018	2,329	+ 15.4	8,682	9,990	+ 15.1
Smallwares	1,455	1,571	+ 8.0	6,113	6,302	+ 3.1
China and Glassware	818	875	+ 7.0	7,977	8,008	+ 0.4
Home Furnishings	5,176	5,707	+ 10.3	19,905	22,176	+ 11.4
Furniture	3,915	4,821	+ 23.1	12,506	16,756	+ 34.0
Major Appliances	2,548	3,223	+ 26.5	5,812	9,039	+ 55.5
Radio and Music	761	1,150	+ 51.1	3,915	5,644	+ 44.2
Hardware and Housewares	4,926	5,487	+ 11.4	12,717	14,238	+ 12.0
Jewelry	1,052	1,184	+ 12.5	7,139	7,742	+ 8.4
Porting Goods and Luggage	2,036	2,523	+ 23.9	7,891	10,867	+ 37.7
Stationery, Books and Magazines.....	903	985	+ 9.1	3,526	3,959	+ 12.3
All Other Departments	6,249	6,491	+ 3.9	7,850	9,997	+ 27.4

Department Store Sales and Stocks

May

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	1952	1953	Change	1952	1953	Change
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	85,400	86,004	+ 0.7	199,929	240,262	+ 20.
1. Women's and Misses' Dresses.....	3,912	3,918	+ 0.2	4,653	4,599	- 1.
2. Women's and Misses' Coats and Suits	2,564	2,485	- 3.1	3,281	3,699	+ 12.
3. Women's and Misses' Sportswear.....	2,284	2,377	+ 4.1	5,113	6,335	+ 23.
4. Furs	222	209	- 5.9	3,937	4,387	+ 11.
5. Girls' and Infants' Wear	3,788	3,975	+ 4.9	7,568	10,458	+ 38.
6. Lingerie and Corsets	3,419	3,523	+ 3.0	7,537	8,591	+ 14.
7. Aprons, Housedresses and Uniforms....	792	799	+ 0.9	1,017	1,262	+ 24.
8. Millinery	856	885	+ 3.4	1,014	1,065	+ 5.
9. Hosiery and Apparel Accessories	3,215	3,307	+ 2.9	6,793	8,116	+ 19.
10. Women's, Misses' and Children's Shoes	4,409	4,384	- 0.6	11,560	13,866	+ 19.
Ladies' Apparel and Accessories.						
Total 1 - 10	25,461	25,862	+ 1.6	52,473	62,378	+ 18.
11. Men's Clothing	2,675	2,661	- 0.5	7,478	8,478	+ 13.
12. Men's Furnishings	3,643	3,465	- 4.9	10,080	13,248	+ 31.
13. Boys' Clothing and Furnishings	2,141	2,073	- 3.2	5,336	7,001	+ 31.
14. Men's and Boys' Shoes	1,588	1,469	- 7.5	4,071	5,252	+ 29.
15. Food and Kindred Products.....	5,754	5,054	- 12.2	4,335	3,506	- 19.
16. Toiletries, Cosmetics and Drugs	1,873	1,901	+ 1.5	5,032	5,268	+ 4.
17. Photographic Equipment and Supplies..	236	265	+ 12.3	796	923	+ 16.
18. Piece Goods	2,067	2,080	+ 0.6	8,150	8,895	+ 9.
19. Linens and Domestic Goods	2,721	2,579	- 5.2	8,409	9,703	+ 15.
20. Smallwares	1,633	1,655	+ 1.3	6,024	6,171	+ 2.
21. China and Glassware	1,103	1,062	- 3.7	8,223	8,326	+ 1.
22. Home Furnishings	6,179	6,052	- 2.1	19,342	21,859	+ 13.
23. Furniture	5,501	5,784	+ 5.1	11,710	16,525	+ 41.
24. Major Appliances	4,103	3,762	- 8.3	5,335	9,374	+ 75.
25. Radio and Music	958	1,291	+ 34.8	4,010	5,798	+ 44.
26. Hardware and Housewares	6,130	6,770	+ 10.4	12,532	14,188	+ 13.
27. Jewellery	1,370	1,380	+ 0.7	7,138	7,890	+ 10.
28. Sporting Goods and Luggage	2,800	3,114	+ 11.2	7,873	11,410	+ 44.
29. Stationery, Books and Magazines.....	897	965	+ 7.6	3,510	4,043	+ 15.
30. All Other Departments	6,567	6,760	+ 2.9	8,072	10,026	+ 24.

June

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	1952	1953	Change	1952	1953	Change
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	78,620	79,757	+ 1.4	184,942	227,663	+ 23.1
Women's and Misses' Dresses.....	3,824	3,608	- 5.6	3,316	3,550	+ 7.1
Women's and Misses' Coats and Suits	1,318	1,190	- 9.7	2,722	3,015	+ 10.8
Women's and Misses' Sportswear.....	2,380	2,451	+ 3.0	4,511	5,685	+ 26.0
Furs	120	88	- 26.7	4,271	4,645	+ 8.8
Girls' and Infants' Wear	3,110	3,211	+ 3.2	7,253	9,535	+ 31.5
Lingerie and Corsets	3,233	3,370	+ 4.2	6,617	7,819	+ 18.2
Aprons, Housedresses and Uniforms....	858	771	- 10.1	930	1,220	+ 31.2
Millinery	606	586	- 3.3	811	840	+ 3.6
Hosiery and Apparel Accessories	2,654	2,766	+ 4.2	6,196	7,430	+ 19.9
Women's, Misses' and Children's Shoes	3,709	3,658	- 1.4	10,703	12,656	+ 18.2
Ladies' Apparel and Accessories.						
Total 1 - 10	21,812	21,699	- 0.5	47,330	56,395	+ 19.2
Men's Clothing	2,630	2,485	- 5.5	6,660	7,781	+ 16.8
Men's Furnishings	3,994	4,023	+ 0.7	9,082	11,925	+ 31.3
Boys' Clothing and Furnishings	1,708	1,661	- 2.8	4,979	6,379	+ 28.1
Men's and Boys' Shoes	1,437	1,347	- 6.3	3,666	4,809	+ 31.2
Food and Kindred Products.....	5,049	4,771	- 5.5	4,069	3,861	- 5.1
Toiletries, Cosmetics and Drugs	1,830	1,899	+ 3.8	4,815	5,098	+ 5.9
Photographic Equipment and Supplies..	281	307	+ 9.3	767	893	+ 16.4
Piece Goods	1,824	1,790	- 1.9	7,818	8,639	+ 10.5
Linens and Domestics	2,724	2,623	- 3.7	7,499	8,769	+ 16.9
Smallwares	1,500	1,586	+ 5.7	5,503	5,833	+ 6.0
China and Glassware	1,082	1,130	+ 4.4	7,927	8,195	+ 3.4
Home Furnishings	5,052	5,178	+ 2.5	17,879	21,789	+ 21.9
Furniture	5,706	5,898	+ 3.4	10,268	15,497	+ 50.9
Major Appliances	3,917	3,668	- 6.4	5,991	9,315	+ 55.5
Radio and Music	818	945	+ 15.5	3,800	5,977	+ 57.3
Hardware and Housewares	5,650	6,006	+ 6.3	11,731	14,212	+ 21.1
Jewellery	1,443	1,456	+ 0.9	6,818	7,545	+ 10.7
Sporting Goods and Luggage	3,116	3,416	+ 9.6	7,227	11,379	+ 57.5
Stationery, Books and Magazines.....	835	923	+ 10.5	3,407	3,919	+ 15.0
All Other Departments	6,212	6,946	+ 11.8	7,706	9,453	+ 22.7

CHAIN STORE SALES AND STOCKS - BY MONTHS - JANUARY 1951 to JUNE 1953

Month	S A L E S					S T O C K S				
	1951	1952	1953	1952/51	1953/52	1951	1952	1953	1952/51	1953/52
	\$'000	\$'000	\$'000	% chge.	% chge.	\$'000	\$'000	\$'000	% chge.	% chge.
						F O O D S T O R E S				
January	42,982	54,460	63,278	+ 26.7	+ 16.2	37,910	42,479	41,890	+ 12.1	- 1.4
February	43,817	54,785	57,521	+ 25.0	+ 5.0	38,646	41,746	43,083	+ 8.0	+ 3.2
March	53,752	58,648	60,037	+ 9.1	+ 2.4	39,884	43,282	43,647	+ 8.5	+ 0.8
April	47,096	56,246	61,414	+ 19.4	+ 9.2	39,466	41,903	42,560	+ 6.2	+ 1.6
May	51,449	64,293	68,153	+ 25.0	+ 6.0	40,130	41,276	43,141	+ 2.9	+ 4.5
June	54,907	56,489	62,798	+ 2.9	+ 11.2	39,918	41,463	45,403	+ 3.9	+ 9.5
July	47,467	57,691		+ 21.5		41,629	42,403		+ 1.9	
August	50,743	58,461		+ 15.2		41,051	41,975		+ 2.3	
September	51,535	55,080		+ 6.9		41,898	43,403		+ 3.6	
October	51,577	62,074		+ 20.4		44,614	45,376		+ 1.7	
November	55,654	61,575		+ 10.6		45,914	47,598		+ 3.7	
December	58,930	63,454		+ 7.7		43,785	47,590		+ 8.7	
Annual Total	609,909	703,256		+ 15.3		494,845	520,494		+ 5.2	
						W O M E N ' S C L O T H I N G S T O R E S				
January	2,493	2,707	3,034	+ 8.6	+ 12.1	6,731	7,170	7,552	+ 6.5	+ 5.3
February	2,152	2,525	2,660	+ 17.3	+ 5.4	7,897	8,118	9,258	+ 2.8	+ 14.0
March	3,097	3,017	3,161	- 2.6	+ 4.8	8,617	8,811	10,751	+ 2.3	+ 22.0
April	3,056	3,680	3,638	+ 20.4	- 1.1	9,039	9,147	10,682	+ 1.2	+ 16.8
May	3,640	3,951	4,231	+ 8.5	+ 7.1	9,217	9,221	10,488	(c)	+ 13.7
June	3,850	3,851	4,088	(c)	+ 6.2	8,704	8,957	10,012	+ 2.9	+ 11.8
July	3,375	3,612		+ 7.0		7,012	7,184		+ 2.5	
August	2,887	3,043		+ 5.4		8,253	8,007		- 3.0	
September	3,165	3,322		+ 5.0		8,775	9,497		+ 8.2	
October	3,267	3,883		+ 18.9		9,768	11,199		+ 14.6	
November	3,497	3,905		+ 11.7		10,316	12,424		+ 20.4	
December	6,224	6,917		+ 11.1		7,444	8,805		+ 18.3	
Annual Total	40,703	44,413		+ 9.1		101,773	108,540		+ 6.6	

Month	S A L E S				S T O C K S			
	1951 \$'000	1952 \$'000	1953 \$'000	1952/51 % chge.	1951 \$'000	1952 \$'000	1953 \$'000	1952/51 % chge.
SHOE STORES								
January	1,824	1,907	2,458	+ 28.9	14,587	15,949	17,644	+ 9.3
February	1,749	2,353	2,516	+ 7.0	16,391	21,585	24,087	+ 31.7
March	2,813	2,733	2,874	+ 5.2	17,532	18,379	21,433	+ 4.8
April	2,880	3,637	3,696	+ 1.6	18,806	18,505	22,332	- 1.6
May	3,475	3,843	4,033	+ 4.9	19,860	19,078	22,146	- 3.9
June	3,878	4,034	4,184	+ 3.7	19,128	17,720	20,160	- 7.4
July	3,007	3,266		+ 8.6	17,752	18,986		+ 7.0
August	2,772	3,214		+ 15.9	18,437	18,218		- 1.2
September	3,301	3,395		+ 2.8	18,860	18,791		- 0.4
October	3,003	3,428		+ 14.2	19,521	20,305		+ 4.0
November	3,986	3,570		- 10.4	19,968	20,754		+ 3.9
December	5,343	6,170		+ 15.5	17,040	18,054		+ 6.0
Annual Total	38,031	41,550		+ 9.3	217,882	226,324		+ 3.9
HARDWARE STORES								
January	874	732	803	+ 9.7	3,182	3,656	4,385	+ 14.9
February	703	695	769	+ 10.6	3,376	3,789	4,750	+ 12.2
March	814	776	889	+ 14.6	3,648	4,014	5,096	+ 10.0
April	994	927	995	+ 7.3	3,870	4,094	5,457	+ 5.8
May	1,172	1,196	1,287	+ 7.6	3,913	4,342	5,452	+ 11.0
June	1,128	1,188	1,398	+ 17.7	3,878	4,272	5,971	+ 10.2
July	959	1,009		+ 5.2	3,813	4,361		+ 14.4
August	942	1,147		+ 21.8	3,814	4,250		+ 11.4
September	1,049	1,096		+ 4.5	3,737	4,349		+ 16.4
October	1,179	1,294		+ 9.8	3,877	4,544		+ 17.2
November	1,064	1,150		+ 8.1	3,600	4,636		+ 28.8
December	1,348	1,462		+ 8.5	3,951	4,702		+ 19.0
Annual Total	12,226	12,672		+ 3.6	44,659	50,809		+ 13.8

January	874	732	803	+ 9.7	3,182	3,656	4,385	+ 14.9	+ 19.9
February	703	695	769	+ 10.6	3,376	3,789	4,750	+ 12.2	+ 25.4
March	814	776	889	+ 14.6	3,648	4,014	5,096	+ 10.0	+ 27.0
April	994	927	995	+ 7.3	3,870	4,094	5,457	+ 5.8	+ 33.3
May	1,172	1,196	1,287	+ 7.6	3,913	4,342	5,452	+ 11.0	+ 25.6
June	1,128	1,188	1,398	+ 17.7	3,878	4,272	5,971	+ 10.2	+ 39.8
July	959	1,009		+ 5.2	3,813	4,361		+ 14.4	
August	942	1,147		+ 21.8	3,814	4,250		+ 11.4	
September	1,049	1,096		+ 4.5	3,737	4,349		+ 16.4	
October	1,179	1,294		+ 9.8	3,877	4,544		+ 17.2	
November	1,064	1,150		+ 8.1	3,600	4,636		+ 28.8	
December	1,348	1,462		+ 8.5	3,951	4,702		+ 19.0	
Annual Total	12,226	12,672		+ 3.6	44,659	50,809		+ 13.8	

CHAIN STORE SALES AND STOCKS-BY MONTHS - JANUARY 1951 to JUNE 1953

Month	S A L E S					S T O C K S				
	1951	1952	1953	1952/51	1953/52	1951	1952	1953	1952/51	1953/52
	\$'000	\$'000	\$'000	% chge.	% chge.	\$'000	\$'000	\$'000	% chge.	% chge.
<u>DRUG STORES</u>										
January	2,397	2,545	2,822	+ 6.2	+ 10.9	8,550	8,771	9,368	+ 2.6	+ 6.8
February	2,482	2,573	2,722	+ 3.7	+ 5.8	8,285	8,535	9,030	+ 3.0	+ 5.8
March	2,652	2,674	2,740	+ 0.8	+ 2.5	8,536	8,450	9,421	- 1.0	+ 11.5
April	2,316	2,720	2,850	+ 17.4	+ 4.8	8,796	8,440	9,581	- 4.0	+ 13.5
May	2,468	2,775	2,811	+ 12.4	+ 1.3	8,632	8,643	9,480	+ 0.1	+ 9.7
June	2,515	2,640	2,715	+ 5.0	+ 2.8	8,886	8,624	9,179	- 2.9	+ 6.4
July	2,420	2,687		+ 11.0		8,726	8,676		- 0.6	
August	2,490	2,711		+ 8.9		8,697	8,298		- 4.6	
September	2,479	2,552		+ 2.9		8,586	8,056		- 6.2	
October	2,681	2,992		+ 11.6		9,028	8,838		- 2.1	
November	2,496	2,675		+ 7.2		9,578	9,680		+ 1.1	
December	3,625	3,961		+ 9.3		8,500	9,158		+ 7.7	
Annual Total	31,021	33,505		+ 8.0		104,800	104,169		- 0.6	
<u>VARIETY STORES</u>										
January	8,250	8,806	10,452	+ 6.7	+ 18.7	33,196	33,974	39,008	+ 2.3	+ 14.8
February	8,358	9,924	10,427	+ 18.7	+ 5.1	37,970	36,629	44,407	- 3.5	+ 21.2
March	12,423	11,842	12,417	- 4.7	+ 4.9	42,152	40,547	49,221	- 3.8	+ 21.4
April	11,334	14,254	14,533	+ 25.8	+ 2.0	46,028	41,649	51,375	- 9.5	+ 23.4
May	13,573	14,583	15,668	+ 7.4	+ 7.4	46,975	43,661	50,341	- 7.1	+ 15.3
June	14,233	14,343	15,249	+ 0.8	+ 6.3	45,745	42,856	48,050	- 6.3	+ 12.1
July	12,795	13,760		+ 7.5		44,309	42,476		- 4.1	
August	12,483	13,808		+ 10.6		45,899	44,145		- 3.8	
September	13,070	13,704		+ 4.9		47,862	48,045		+ 0.4	
October	13,818	15,944		+ 15.4		50,891	51,979		+ 2.1	
November	15,046	16,259		+ 8.1		52,932	57,167		+ 8.0	
December	29,093	32,392		+ 11.3		35,202	39,518		+ 12.3	
Annual Total	164,476	179,619		+ 9.2		529,161	522,646		- 1.2	



DOMINION BUREAU OF STATISTICS

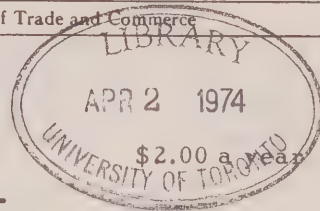
Industry and Merchandising Division

OTTAWA

UNIVERSITY OF TORONTO
DEPT. OF POLITICAL ECONOMY

Government
Publication

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



Vol. XXV No. 8

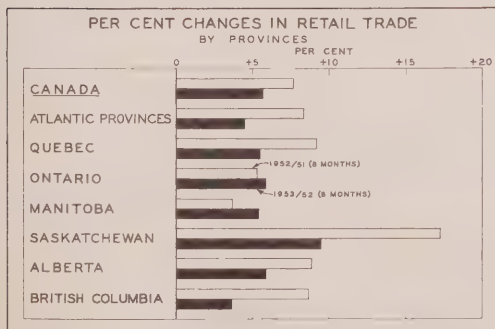
RETAIL TRADE

AUGUST, 1953

Total sales of Canada's retail stores during August are estimated at \$1,014,084,000. This figure represents an increase of 2.5% over the August 1952 volume, but is 3.0% below the figure for July of this year. Sales for the first eight months of 1953 were \$7,835,219,000, 5.7% above the \$7,411,725,000 recorded in the corresponding period of last year.

TOTAL RETAIL TRADE IN CANADA

<u>Period</u>	<u>1952</u> \$'000	<u>1953</u> \$'000	<u>% Change</u> <u>1953/1952</u>
First Half	5,437,509	5,775,866	+ 6.2
July	984,956	1,045,269	+ 6.1
August	989,260	1,014,084	+ 2.5
Total	7,411,725	7,835,219	+ 5.7



All regions showed moderately increased sales during the month under review over a year ago. The gains ranged from 0.1% for Saskatchewan to 4.3% for Ontario. It should be noted that the very slight increase recorded in Saskatchewan was not typical of

sales experience in those trades in the province for which data are tabulated individually, but was largely the result of a 27.1% decline in the residual group, "All other trades".

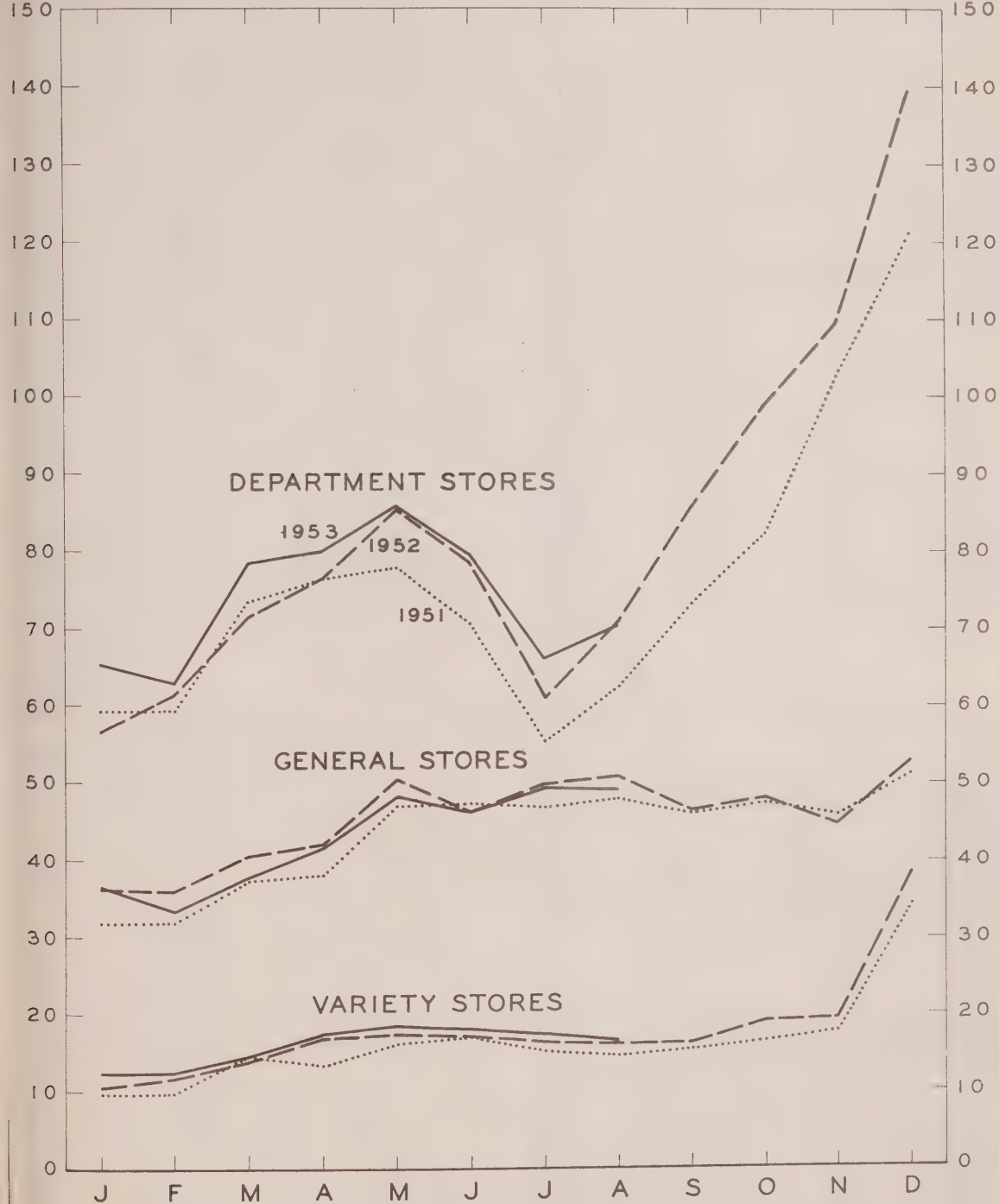
In the country as a whole, 10 of the 20 trades enjoyed increases, the most significant of these being motor vehicle dealers (12.3%) and lumber and building material distributors (11.1%). Trades reporting the largest percentage declines from a year ago were coal and wood dealers (11.6%) and men's clothing stores (10.1%).

Canadian department stores in August had estimated dollar sales of \$70,439,000, 0.8% below last year's volume, while the selling value of their stock holdings at the beginning of the month was \$233,823,000, an increase of 23.4% over the level of a year earlier.

MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION
DOLLARS
150

MILLION
DOLLARS
150



Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

AUGUST, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,014,084	166,688	847,396	84,444
2	Grocery and Combination.....	179,361	61,469	117,892	17,500
3	Meat	13,836	506	13,330	(b)
4	General	49,191	3,503	45,688	9,321
5	Department	70,439	-	70,439	5,811
6	Variety.....	16,620	13,937	2,684	1,741
7	Motor Vehicle	181,816	1,858	179,958	14,200
8	Garage & Filling Station.....	53,321	316	53,005	4,041
9	Men's Clothing	12,184	1,227	10,957	861
10	Family Clothing	13,614	2,470	11,144	2,161
11	Women's Clothing	14,008	3,003	11,005	831
12	Shoe	8,715	3,017	5,698	561
13	Hardware	22,211	1,185	21,026	1,271
14	Lumber & Building Material	42,888	11,687	31,201	1,741
15	Furniture	14,756	3,314	11,442	(b)
16	Appliance & Radio.....	18,132	3,606	14,526	(b)
17	Restaurant	43,524	2,768	40,757	2,361
18	Coal & Wood.....	14,699	339	14,359	881
19	Drug	22,715	2,725	19,990	1,511
20	Jewellery.....	9,061	2,468	6,592	601
21	Tobacco	7,236	1,395	5,841	(b)
22	All Others.....	205,757	45,895	159,862	16,561
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	54,869	7,616	47,253	83,741
24	Grocery & Combination	8,443	2,794	5,648	7,871
25	Meat	537	-	537	781
26	General	4,492	323	4,169	6,791
27	Department.....	6,394	-	6,394	4,081
28	Variety	389	371	18	611
29	Motor Vehicle	10,154	(a)	(a)	21,611
30	Garage & Filling Station	2,716	(a)	(a)	(b)
31	Men's Clothing	572	27	546	491
32	Family Clothing	611	(a)	(a)	551
33	Women's Clothing	300	115	186	581
34	Shoe	249	43	207	(b)
35	Hardware	1,193	(a)	(a)	3,301
36	Lumber & Building Material	4,418	1,381	3,037	6,521
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	1,837	130	1,708	3,021
40	Coal & Wood.....	350	-	350	401
41	Drug	1,552	(a)	(a)	1,471
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	8,948	1,939	7,009	18,291

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

AUGUST, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
12,776	71,639	230,959	32,852	198,107	369,745	73,055	296,690	1
2,445	15,063	49,897	12,378	37,519	69,949	33,398	36,550	2
(b)	(b)	3,740	-	3,740	5,034	377	4,657	3
678	8,644	7,931	662	7,269	9,773	687	9,086	4
-	5,817	12,033	-	12,033	21,853	-	21,853	5
1,548	194	4,876	3,854	1,021	7,085	6,221	865	6
(a)	(a)	35,150	(a)	(a)	61,369	570	60,799	7
(a)	(a)	8,406	(a)	(a)	21,129	(a)	(a)	8
(a)	(a)	2,788	194	2,595	5,189	772	4,417	9
355	1,809	4,671	1,240	3,432	3,699	609	3,090	10
109	729	3,108	694	2,414	6,056	1,278	4,779	11
(a)	(a)	2,554	827	1,726	3,744	1,636	2,108	12
(a)	(a)	4,589	679	3,910	7,223	253	6,971	13
-	1,740	7,114	(a)	(a)	14,108	1,911	12,197	14
(a)	(a)	(b)	(b)	(b)	6,750	1,311	5,439	15
(b)	(b)	(b)	(b)	(b)	9,084	1,260	7,824	16
(a)	(a)	9,704	708	8,996	16,748	1,121	15,627	17
-	882	3,711	-	3,711	8,620	339	8,281	18
129	1,385	4,291	338	3,953	9,951	1,352	8,599	19
133	475	1,852	473	1,380	4,201	995	3,206	20
(a)	(a)	1,754	438	1,316	4,454	(a)	(a)	21
6,045	10,523	54,755	6,855	47,900	73,726	18,371	55,355	22
Saskatchewan		Alberta			British Columbia			
0,755	72,992	85,309	12,638	72,671	105,042	17,002	88,040	23
1,883	5,993	9,966	3,352	6,614	15,724	5,219	10,505	24
(a)	(a)	1,348	(a)	(a)	1,766	(a)	(a)	25
(a)	(a)	5,224	(a)	(a)	5,652	(a)	(a)	26
-	4,085	7,370	-	7,370	12,887	-	12,887	27
511	108	883	690	193	1,027	742	285	28
(a)	(a)	17,662	(a)	(a)	21,666	(a)	(a)	29
(b)	(b)	6,662	-	6,662	4,940	(a)	(a)	30
(a)	(a)	1,074	115	960	1,203	(a)	(a)	31
(a)	(a)	902	(a)	(a)	1,014	(a)	(a)	32
132	450	1,218	228	990	1,906	447	1,458	33
(a)	(a)	432	122	310	941	189	753	34
-	3,305	2,750	(a)	(a)	1,879	(a)	(a)	35
4,580	1,945	5,991	3,071	2,920	2,991	(a)	(a)	36
(b)	(b)	880	-	880	1,126	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	1,972	388	1,584	38
(a)	(a)	3,933	97	3,837	5,915	634	5,281	39
-	403	(b)	(b)	(b)	725	-	725	40
(a)	(a)	1,592	228	1,365	2,344	547	1,797	41
(a)	(a)	579	248	331	1,139	385	754	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,749	15,546	15,696	3,644	12,052	17,769	6,292	11,477	44

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

August 1953 Over August 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 2.5	+ 1.2	+ 1.1	+ 4.3	+ 2.9	+ 0.1	+ 1.2	+ 3.4
Grocery & Combination.....	+ 1.7	+ 0.8	- 0.1	+ 3.9	+ 3.7	+ 5.4	+ 2.7	- 4.4
Meat.....	+ 2.1	(b)	+ 10.8	- 3.2	- 3.2	+ 10.1	+ 4.4	- 2.0
General	- 3.4	- 5.6	- 9.0	- 4.7	+ 0.1	+ 2.5	- 5.1	+ 3.8
Department	- 0.8	+ 1.1	+ 1.8	- 4.7	- 8.6	+ 5.8	+ 0.2	+ 4.9
Variety.....	+ 1.1	- 1.1	+ 2.3	- 1.5	+ 0.3	+ 8.2	+ 6.8	+ 10.4
Motor Vehicle.....	+ 12.3	+ 22.0	+ 7.6	+ 16.4	+ 12.6	+ 11.2	+ 0.9	+ 14.5
Garage & Filling Station	+ 6.3	- 5.8	- 6.8	+ 7.3	+ 1.2	(b)	+ 11.4	+ 10.2
Men's Clothing.....	- 10.1	- 7.8	- 2.5	- 17.0	- 2.7	- 1.8	+ 4.6	- 13.4
Family Clothing	- 7.2	- 1.7	- 11.2	- 13.1	+ 7.4	+ 2.0	+ 10.8	- 1.1
Women's Clothing.....	+ 1.7	- 0.5	+ 2.4	- 1.9	+ 0.7	+ 4.5	+ 20.0	+ 2.9
Shoe.....	- 3.4	- 13.6	+ 3.1	- 7.1	- 7.8	(b)	- 0.2	+ 1.6
Hardware	+ 7.6	+ 1.6	+ 7.0	+ 6.3	+ 8.6	+ 33.7	- 2.2	- 2.1
Lumber & Building Material....	+ 11.1	+ 4.5	+ 8.8	+ 10.2	+ 21.4	+ 20.5	+ 4.6	+ 6.3
Furniture.....	- 7.3	(b)	(b)	+ 2.3	(b)	(b)	- 5.2	+ 6.4
Appliance and Radio.....	- 2.9	(b)	(b)	+ 6.2	(b)	(b)	(b)	- 21.0
Restaurant	- 2.5	+ 2.0	- 7.5	- 2.3	- 10.4	+ 10.9	- 0.1	- 1.2
Coal & Wood	- 11.6	+ 2.4	- 4.5	- 13.0	- 15.0	+ 7.5	(b)	- 38.0
Drug.....	+ 3.4	- 3.3	+ 4.6	+ 0.9	+ 10.1	+ 15.5	+ 2.9	+ 5.9
Jewellery	(c)	+ 2.7	+ 0.7	- 0.2	(b)	(b)	+ 4.7	+ 1.4
Tobacco.....	+ 3.8	(b)	+ 3.8	+ 4.5	(b)	(b)	(b)	(b)
All Others.....	+ 0.5	- 2.3	+ 4.6	+ 7.7	+ 1.3	- 27.1	- 3.3	+ 5.8

(b) Not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to August 1953

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta.	British Columbia
TOTAL, ALL TRADES	7,835,219	652,416	1,803,080	2,979,287	433,642	531,483	631,943	803,422
Grocery & Combination	1,391,362	136,709	399,701	532,497	63,766	55,042	76,755	126,897
Meat	109,435	(b)	29,285	42,834	3,673	5,187	9,145	14,290
General	343,565	70,869	59,217	63,587	29,768	44,440	38,864	36,824
Department	589,311	45,262	104,235	193,297	56,933	34,072	59,822	95,694
Variety	128,113	12,700	37,224	56,135	3,191	4,572	6,895	7,395
Motor Vehicle	1,646,983	123,416	326,290	612,268	95,337	153,565	151,402	184,708
Garage & Filling Station	361,723	26,741	69,079	154,754	15,594	(b)	39,272	34,421
Men's Clothing	120,069	7,944	32,704	51,927	3,699	4,995	9,275	9,524
Family Clothing	121,544	17,369	44,829	34,961	4,836	5,361	7,244	6,943
Women's Clothing	129,174	6,306	33,557	53,843	3,740	5,244	10,437	16,044
Shoe	73,665	5,249	22,614	31,029	2,294	(b)	3,562	6,976
Hardware	156,236	8,935	33,323	56,262	8,045	17,476	17,535	14,663
Lumber & Building Material	263,257	10,041	46,394	92,737	26,688	30,229	35,431	21,740
Furniture	117,546	(b)	(b)	50,861	(b)	(b)	6,893	7,455
Appliance & Radio	174,009	(b)	(b)	87,386	(b)	(b)	(b)	17,906
Restaurant	292,071	15,299	67,425	112,039	15,873	19,504	26,483	35,450
Coal & Wood	130,561	9,625	37,509	66,902	4,386	3,666	(b)	8,196
Drug	176,112	11,686	36,180	75,424	11,269	10,407	12,883	18,267
Jewellery	64,690	3,770	14,523	28,544	(b)	(b)	(b)	7,524
Tobacco	60,068	(b)	14,868	37,167	(b)	(b)	(b)	3,491
All Others	1,385,725	119,770	321,010	544,833	68,851	99,220	103,031	129,014

(b) Not available

(Without Adjustment for Price Changes)

January to August 1953 Over January to August 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 5.7	+ 4.5	+ 5.5	+ 5.9	+ 6.4	+ 9.5	+ 5.9	+ 3.7
Grocery & Combination.....	+ 3.4	+ 2.6	+ 3.2	+ 4.4	+ 3.0	+ 6.0	+ 3.5	+ 0.1
Meat.....	+ 2.7	(b)	+ 3.1	+ 4.9	- 4.9	+ 5.2	- 2.7	+ 0.2
General	- 2.6	- 3.1	- 8.4	- 3.9	- 2.1	+ 4.4	+ 0.1	- 0.7
Department	+ 4.9	+ 0.7	+ 5.4	+ 3.2	+ 3.6	+ 10.4	+ 9.9	+ 5.6
Variety.....	+ 6.2	+ 7.4	+ 5.7	+ 4.6	+ 6.8	+ 9.9	+ 11.9	+ 11.9
Motor Vehicle.....	+ 11.9	+ 15.1	+ 13.7	+ 11.7	+ 12.3	+ 16.3	+ 4.5	+ 10.5
Garage & Filling Station	+ 8.6	+ 1.8	+ 10.9	+ 6.6	+ 3.2	(b)	+ 14.4	+ 8.2
Men's Clothing.....	- 2.0	- 0.9	+ 2.2	- 5.7	+ 1.8	+ 4.1	+ 2.3	- 3.8
Family Clothing	+ 2.0	- 0.6	+ 2.2	+ 1.9	+ 2.5	+ 9.6	+ 6.8	- 2.2
Women's Clothing.....	+ 4.4	+ 5.9	+ 3.4	+ 2.4	+ 10.4	+ 9.5	+ 17.4	+ 2.1
Shoe.....	+ 3.1	+ 3.8	+ 2.3	+ 2.9	+ 1.1	(b)	+ 8.9	+ 2.9
Hardware	+ 7.9	+ 6.4	+ 11.3	+ 5.1	+ 2.9	+ 16.5	+ 6.7	+ 7.3
Lumber & Building Material....	+ 12.6	+ 10.0	+ 17.6	+ 10.4	+ 12.0	+ 17.5	+ 13.4	+ 6.4
Furniture	+ 6.4	(b)	(b)	+ 9.5	(b)	(b)	+ 6.9	+ 0.9
Appliance and Radio.....	+ 12.6	(b)	(b)	+ 19.3	(b)	(b)	(b)	- 11.8
Restaurant	- 2.6	- 0.9	- 6.3	- 3.2	- 1.2	+ 10.2	- 1.5	- 1.6
Coal & Wood	- 8.0	- 8.3	- 7.3	- 9.0	+ 3.8	+ 18.9	(b)	- 13.6
Drug.....	+ 3.3	- 1.5	+ 4.0	+ 2.6	+ 6.4	+ 8.0	+ 5.3	+ 2.5
Jewellery	+ 2.9	+ 1.9	+ 9.8	+ 5.7	(b)	(b)	(b)	+ 7.1
Tobacco.....	+ 6.9	(b)	+ 1.9	+ 10.8	(b)	(b)	(b)	- 4.7
All Others.....	+ 5.8	+ 7.8	+ 5.4	+ 7.0	+ 10.3	- 0.6	+ 5.1	+ 3.2

(b) Not available

(Without Adjustment for Price Changes)

August 1953 Over July 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 3.0	- 2.3	- 1.8	- 6.6	- 7.2	+ 14.3	- 0.5	- 4.3
Grocery & Combination.....	- 3.0	- 1.4	- 9.1	+ 0.8	+ 1.5	- 2.0	- 0.4	- 5.0
Meat.....	- 3.9	(b)	- 9.1	- 6.6	(c)	+ 7.5	+ 12.5	- 2.9
General	- 0.8	- 5.4	- 2.5	+ 0.1	+ 10.0	+ 5.7	- 2.9	- 4.5
Department	+ 6.5	+ 16.3	+ 13.3	+ 2.2	- 7.9	+ 15.3	+ 5.7	+ 10.2
Variety.....	- 6.1	- 3.9	- 0.2	- 9.6	- 13.2	- 0.6	- 13.8	- 3.5
Motor Vehicle	- 18.1	- 5.5	- 22.7	- 24.6	- 24.6	+ 10.3	- 15.9	- 16.4
Garage & Filling Station	- 3.3	- 3.7	- 20.5	- 6.8	+ 18.9	(b)	+ 17.8	- 10.5
Men's Clothing.....	- 15.6	- 13.9	- 22.5	- 16.8	- 10.3	- 0.6	- 4.3	- 10.0
Family Clothing	- 12.6	- 3.4	- 18.2	- 15.9	- 1.8	- 21.7	- 5.6	+ 6.2
Women's Clothing.....	- 15.6	(c)	- 19.7	- 15.2	(b)	+ 1.0	- 27.3	- 10.3
Shoe.....	- 6.3	- 15.2	+ 1.4	- 7.7	- 23.6	(b)	- 10.4	- 4.9
Hardware	- 2.4	- 6.3	- 5.4	- 8.2	- 10.0	+ 22.0	+ 13.6	- 16.2
Lumber & Building Material....	+ 0.3	+ 21.5	- 3.8	- 6.9	- 7.7	+ 26.3	+ 4.2	- 3.0
Furniture	- 1.0	(b)	(b)	+ 5.4	(b)	(b)	+ 21.0	+ 9.0
Appliance and Radio.....	- 15.7	(b)	(b)	- 16.5	(b)	(b)	(b)	- 19.0
Restaurant	+ 3.9	+ 8.8	+ 7.0	+ 1.7	- 16.2	+ 8.4	- 7.5	+ 19.7
Coal & Wood	+ 8.0	+ 17.3	+ 2.8	+ 10.3	+ 0.3	+ 5.5	(b)	+ 6.8
Rug.....	+ 7.5	+ 3.5	+ 2.9	+ 11.7	+ 14.0	+ 13.7	- 2.4	+ 1.8
Jewellery	+ 0.6	+ 15.8	(b)	+ 15.2	(b)	(b)	- 2.9	+ 3.7
Tobacco.....	- 6.0	(b)	- 28.1	+ 3.9	(b)	(b)	(b)	(b)
All Others.....	+ 11.7	- 5.5	+ 44.1	- 1.2	- 3.1	+ 32.9	+ 16.8	+ 0.8

(b) Not available (c) Unchanged

Department Store Sales and Stocks

AUGUST 1952 and AUGUST 1953

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	Aug.	Aug.	Change	July 31	July 31	Change
	1952	1953	1953/52	1952	1953	1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	71,002	70,439	- 0.8	189,482	233,823	+ 22.3
1. Women's and Misses' Dresses.....	2,138	2,130	- 0.4	2,773	3,203	+ 15.5
2. Women's and Misses' Coats and Suits	1,648	1,631	- 1.0	3,260	4,070	+ 24.8
3. Women's and Misses' Sportswear.....	1,996	1,986	- 0.5	4,448	5,680	+ 27.7
4. Furs	1,656	1,421	- 14.2	5,075	5,699	+ 12.4
5. Girls' and Infants' Wear	3,370	3,321	- 1.5	8,412	11,429	+ 35.8
6. Lingerie and Corsets	2,450	2,407	- 1.8	6,514	7,773	+ 19.1
7. Aprons, Housedresses and Uniforms....	493	526	+ 6.7	906	1,137	+ 25.2
8. Millinery	643	637	- 0.9	860	957	+ 11.3
9. Hosiery and Apparel Accessories	2,221	2,228	+ 0.3	6,675	7,682	+ 15.1
10. Women's, Misses' and Children's Shoes	2,972	2,833	- 4.7	10,489	12,640	+ 20.5
Ladies' Apparel and Accessories.						
Total 1 - 10	19,587	19,120	- 2.4	49,412	60,270	+ 22.1
11. Men's Clothing	1,608	1,506	- 6.3	6,612	7,712	+ 16.6
12. Men's Furnishings	2,500	2,316	- 7.4	9,723	12,356	+ 27.1
13. Boys' Clothing and Furnishings	1,808	1,639	- 9.3	5,255	6,859	+ 30.6
14. Men's and Boys' Shoes	1,159	1,092	- 5.8	3,609	4,637	+ 28.2
15. Food and Kindred Products.....	4,818	3,952	- 18.0	3,896	3,691	- 5.3
16. Toiletries, Cosmetics and Drugs	1,620	1,706	+ 5.3	4,817	5,205	+ 8.0
17. Photographic Equipment and Supplies..	272	309	+ 13.6	817	931	+ 13.9
18. Piece Goods	1,528	1,527	- 0.1	7,763	8,671	+ 11.7
19. Linens and Domestic Textiles	2,886	2,858	- 1.0	7,384	8,623	+ 16.7
20. Smallwares	1,327	1,362	+ 2.6	5,407	6,013	+ 11.2
21. China and Glassware	1,239	1,232	- 0.6	8,072	8,403	+ 4.1
22. Home Furnishings	4,637	4,810	+ 3.7	18,320	21,965	+ 20.0
23. Furniture	6,589	6,341	- 3.8	10,513	15,451	+ 46.0
24. Major Appliances	3,969	3,776	- 4.9	6,968	9,244	+ 32.8
25. Radio and Music	1,112	1,623	+ 46.0	3,811	5,999	+ 57.4
26. Hardware and Housewares	4,728	4,994	+ 5.6	11,632	14,832	+ 27.5
27. Jewellery	1,319	1,337	+ 1.4	6,859	7,550	+ 10.1
28. Sporting Goods and Luggage	2,070	2,331	+ 12.6	7,840	11,717	+ 49.7
29. Stationery, Books and Magazines.....	1,212	1,193	- 1.6	3,541	4,260	+ 20.3
30. All Other Departments	5,014	5,415	+ 8.0	7,231	9,434	+ 30.5

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV - No. 9

\$2.00 a year



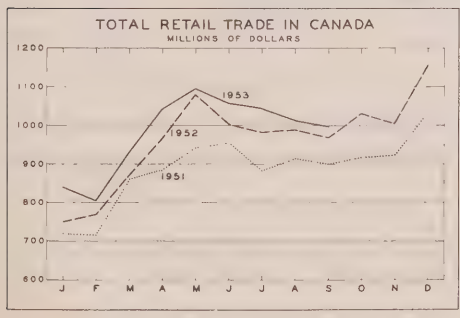
RETAIL TRADE
SEPTEMBER, 1953

Canada's retail trade in the first three quarters of this year is estimated at \$8,831,959,000, 5.4% above the corresponding period of last year. September sales, at \$996,740,000, were 3.0% above September 1952 and 1.7% below August 1953.

All regions showed increases for the cumulative 9-month period, but for September, moderate declines were recorded in the Atlantic Provinces, Alberta, and British Columbia.

TOTAL RETAIL TRADE IN CANADA

<u>Period</u>	<u>1952</u> \$'000	<u>1953</u> \$'000	<u>% Change</u> 1953/1952
First Half	5,437,509	5,775,866	+ 6.2
July	984,956	1,045,269	+ 6.1
August	989,260	1,014,084	+ 2.5
September	<u>968,070</u>	<u>996,740</u>	<u>+ 3.0</u>
TOTAL	8,379,795	8,831,959	+ 5.4



In both comparisons, Saskatchewan had the greatest percentage increase over last year, 9.5% for the 9-month period and 9.7% for September. September increases in other provinces were: Ontario 4.3%, Quebec 3.3%, and Manitoba 0.9%. The declines

recorded in the Atlantic Provinces, Alberta, and British Columbia were 0.3%, 1.0% and 0.1% respectively.

Among the 20 trades for which data are tabulated, 14 experienced increases over last September, the most significant of these being lumber and building material dealers (11.4%), tobacco stores (8.6%) and variety stores (6.1%). The drop of 5.2% from last year shown by motor vehicle dealers was the first decrease recorded by that trade in 4 months.

Department store sales in September advanced by 1.5% over last year to \$87,246,000. During the 9-month period, sales reached a total of \$676,557,000, 4.4% above the same period of last year. The selling value of stocks held by these retailers at August 31 is estimated at \$255,747,000, an increase of 25.8% over the value of their inventories at August 31, 1952.

The table below is intended to provide some indication of the relative experience of chain and independent stores in certain trades with respect to changes in sales volume from last year. The trades selected are those in which each of the two groups is fairly well represented, neither predominating to the near exclusion of the other.

Percentage Changes in Selected Retail Trades

January to September 1953 over January to September 1952

Chains and Independents

Canada

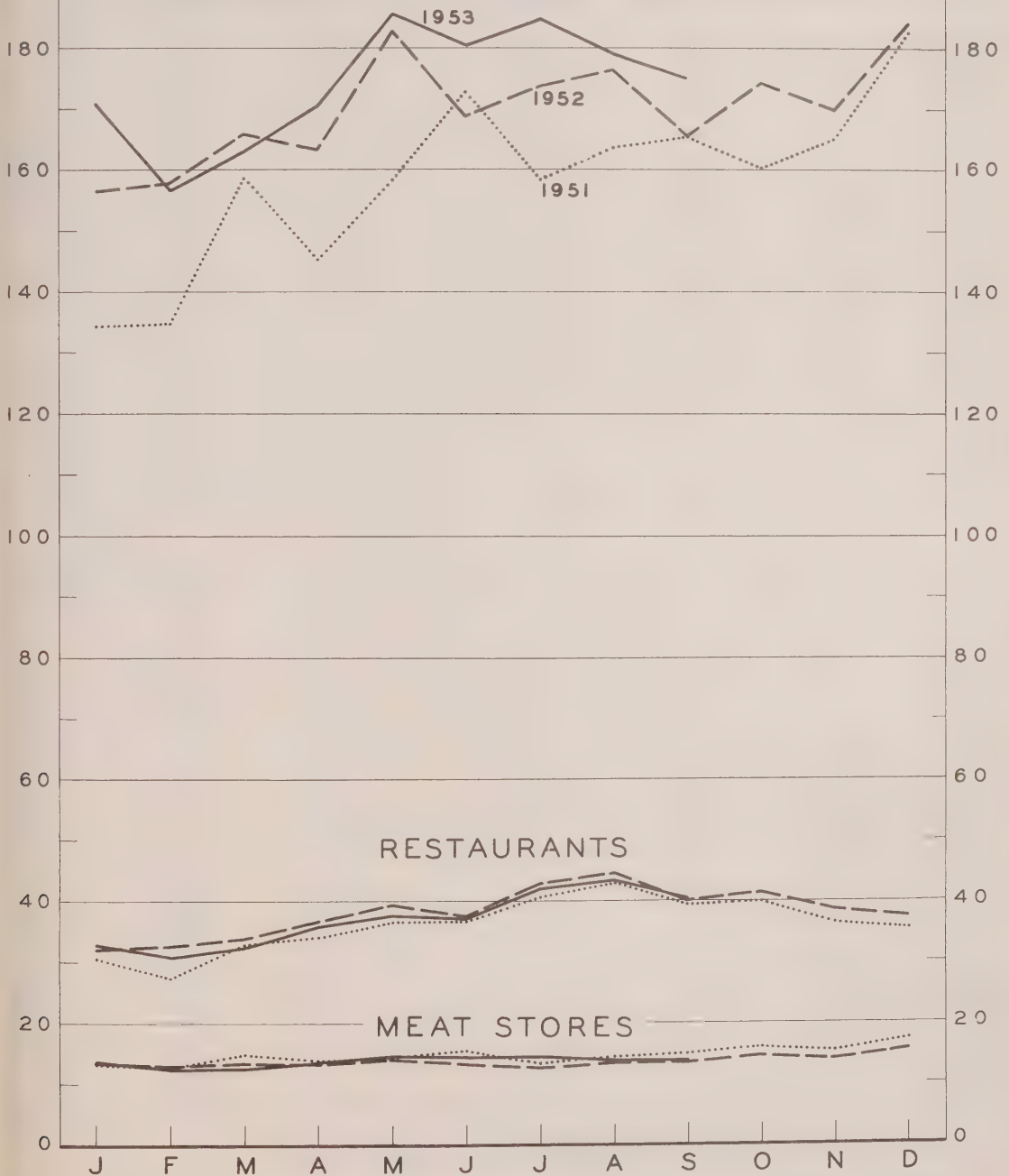
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery & Combination	+ 3.7	+ 8.7	+ 1.0
Family Clothing	+ 2.0	- 0.9	+ 2.6
Women's Clothing	+ 4.0	+ 5.5	+ 3.5
Shoe.....	+ 2.8	+ 5.1	+ 1.6
Lumber & Building Material	+ 12.4	+ 11.2	+ 12.8
Furniture	+ 5.2	+ 4.6	+ 5.4
Appliance & Radio	+ 11.4	+ 1.5	+ 13.9
Restaurant	- 2.2	- 1.7	- 2.2
Drug	+ 3.1	+ 4.2	+ 3.0
Jewellery	+ 5.4	+ 5.7	+ 5.2

MONTHLY SALES FOOD TRADES

MILLION
DOLLARS

MILLION
DOLLARS

GROCERY AND COMBINATION STORES



SEPTEMBER, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
Canada					Atlantic
1	TOTAL, ALL TRADES	996,740	173,774	822,966	81,140
2	Grocery and Combination	175,278	62,659	112,619	16,946
3	Meat	13,883	562	13,321	(b)
4	General	46,094	3,141	42,952	8,938
5	Department	87,246	-	87,246	6,450
6	Variety	17,310	14,547	2,763	1,805
7	Motor Vehicle	160,408	1,715	158,693	12,240
8	Garage & Filling Station	47,462	275	47,187	4,468
9	Men's Clothing	14,230	1,721	12,510	954
10	Family Clothing	15,729	2,699	13,030	2,159
11	Women's Clothing	16,181	3,436	12,745	807
12	Shoe	9,845	3,433	6,412	756
13	Hardware	21,805	1,132	20,672	1,413
14	Lumber & Building Material	44,194	11,083	33,111	1,517
15	Furniture	15,256	3,983	11,273	894
16	Appliance & Radio	21,915	4,747	17,169	(b)
17	Restaurant	40,370	2,512	37,859	1,815
18	Coal & Wood	26,983	458	26,525	1,294
19	Drug	22,190	2,700	19,491	1,412
20	Jewellery	8,724	2,903	5,821	548
21	Tobacco	7,917	1,382	6,535	(b)
22	All Others	189,720	48,686	141,032	15,094
Manitoba					Saskatchewan
23	TOTAL, ALL TRADES	55,510	7,544	47,966	76,122
24	Grocery & Combination	8,147	2,617	5,530	7,575
25	Meat	574	-	574	770
26	General	4,142	298	3,844	6,637
27	Department	7,846	-	7,846	4,693
28	Variety	420	401	20	570
29	Motor Vehicle	8,170	(a)	(a)	20,177
30	Garage & Filling Station	2,217	(a)	(a)	3,745
31	Men's Clothing	464	58	406	562
32	Family Clothing	614	(a)	(a)	596
33	Women's Clothing	582	156	426	652
34	Shoe	308	59	249	(b)
35	Hardware	1,233	(a)	(a)	2,331
36	Lumber & Building Material	4,523	1,213	3,310	6,045
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio	(b)	(b)	(b)	(b)
39	Restaurant	2,199	127	2,072	2,662
40	Coal & Wood	714	-	714	508
41	Drug	1,378	(a)	(a)	1,368
42	Jewellery	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others	9,863	2,051	7,812	15,312

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

SEPTEMBER, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
13,007	68,133	229,581	36,834	192,747	374,579	76,619	297,960	1
2,369	14,577	50,681	14,572	36,110	66,820	33,087	33,734	2
(b)	(b)	3,556	-	3,556	5,349	439	4,910	3
582	8,356	7,846	655	7,191	8,127	571	7,556	4
-	6,450	16,219	-	16,219	30,088	-	30,088	5
1,604	201	4,944	3,908	1,036	7,688	6,750	938	6
(a)	(a)	30,376	(a)	(a)	56,475	525	55,950	7
(a)	(a)	9,187	(a)	(a)	19,288	(a)	(a)	8
(a)	(a)	3,322	223	3,100	6,518	1,179	5,339	9
152	2,007	5,381	1,456	3,925	5,065	766	4,298	10
127	679	3,779	835	2,944	7,102	1,465	5,638	11
(a)	(a)	2,785	882	1,904	4,340	1,965	2,375	12
(a)	(a)	4,817	586	4,231	6,772	267	6,505	13
-	1,517	7,783	(a)	(a)	14,741	1,801	12,941	14
(a)	(a)	6,166	2,164	4,001	6,057	1,365	4,693	15
(b)	(b)	(b)	(b)	(b)	10,286	1,843	8,442	16
(a)	(a)	9,481	699	8,782	15,704	1,042	14,602	17
-	1,294	5,577	-	5,577	11,640	458	11,182	18
127	1,285	3,984	256	3,728	10,173	1,387	8,786	19
159	389	1,739	555	1,184	3,959	1,264	2,694	20
(a)	(a)	2,175	412	1,763	4,788	(a)	(a)	21
6,449	8,646	44,825	7,481	37,344	73,599	19,824	53,775	22
Saskatchewan			Alberta			British Columbia		
10,126	65,996	81,080	12,833	68,247	98,730	16,808	81,922	23
1,802	5,773	10,017	3,253	6,764	15,092	4,960	10,132	24
(a)	(a)	1,271	(a)	(a)	1,763	(a)	(a)	25
(a)	(a)	5,605	(a)	(a)	4,799	(a)	(a)	26
-	4,693	8,291	-	8,291	13,659	-	13,659	27
471	99	896	700	196	987	713	274	28
(a)	(a)	15,798	(a)	(a)	17,172	(a)	(a)	29
-	3,745	3,993	-	3,993	4,564	(a)	(a)	30
(a)	(a)	1,144	117	1,027	1,267	(a)	(a)	31
(a)	(a)	1,020	(a)	(a)	894	(a)	(a)	32
142	511	1,303	228	1,075	1,956	484	1,472	33
(a)	(a)	417	131	286	960	170	790	34
-	2,331	2,981	(a)	(a)	2,257	(a)	(a)	35
4,277	1,767	6,121	3,035	3,037	3,464	(a)	(a)	36
(b)	(b)	854	-	854	939	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	3,647	80	3,567	4,862	498	4,365	39
-	508	(b)	(b)	(b)	1,227	-	1,227	40
(a)	(a)	1,621	240	1,381	2,254	551	1,703	41
(a)	(a)	(b)	(b)	(b)	1,041	369	672	42
(a)	(a)	(b)	(a)	(a)	424	(a)	(a)	43
2,501	12,811	14,139	3,740	10,399	16,886	6,639	10,247	44

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September 1953 Over September 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 3.0	- 0.3	+ 3.3	+ 4.3	+ 0.9	+ 9.7	- 1.0	- 0.1
Grocery & Combination.....	+ 5.8	+ 1.1	+ 7.6	+ 7.5	+ 2.0	+ 7.4	+ 7.5	- 0.8
Meat.....	+ 3.3	(b)	+ 3.7	+ 4.5	+ 2.5	+ 7.8	+ 5.3	(c)
General	- 0.9	- 2.8	- 4.6	- 1.6	+ 0.2	- 0.7	+ 4.2	+ 3.2
Department,	+ 1.5	- 8.2	+ 0.3	+ 4.4	+ 0.8	+ 2.3	+ 2.9	+ 1.3
Variety	+ 6.1	+ 3.6	+ 5.2	+ 7.2	+ 2.4	+ 9.0	+ 9.7	+ 4.4
Motor Vehicle	- 5.2	+ 0.3	- 8.1	- 1.2	- 10.5	+ 6.5	- 19.7	- 9.7
Garage & Filling Station	+ 5.0	+ 4.9	+ 4.1	+ 3.9	- 0.8	+ 6.8	+ 1.6	+ 17.2
Men's Clothing	- 3.9	+ 2.8	- 12.9	- 2.1	- 6.6	- 1.6	+ 9.0	- 1.2
Family Clothing	+ 1.9	- 4.0	- 1.3	+ 9.1	- 11.3	+ 6.6	+ 5.8	+ 2.6
Women's Clothing	+ 1.0	+ 2.3	- 0.6	+ 1.9	- 0.9	- 1.2	+ 8.4	- 3.0
Shoe.....	+ 0.4	+ 4.4	- 1.7	- 0.4	- 5.2	(b)	- 0.7	+ 6.7
Hardware	+ 0.8	- 0.2	+ 7.6	- 0.2	+ 6.6	- 12.7	+ 0.3	+ 4.9
Lumber & Building Material....	+ 11.4	- 11.2	+ 28.6	+ 9.0	+ 7.5	+ 15.2	+ 10.9	+ 1.7
Furniture	- 3.6	- 9.2	+ 7.7	- 10.7	(b)	(b)	- 8.6	- 2.2
Appliance and Radio.....	+ 3.3	(b)	(b)	+ 6.3	(b)	(b)	(b)	(b)
Restaurant	+ 0.8	+ 3.0	- 7.4	+ 2.2	- 2.7	+ 10.9	- 2.1	+ 13.1
Coal & Wood	- 2.8	- 11.9	- 2.0	+ 2.8	+ 8.0	- 1.7	(b)	- 34.9
Drug.....	+ 1.7	- 3.0	- 3.2	+ 3.8	+ 2.8	+ 6.4	- 1.6	+ 4.4
Jewellery	- 0.9	+ 10.9	- 3.2	+ 0.6	(b)	(b)	(b)	- 11.6
Tobacco.....	+ 8.6	(b)	+ 19.0	+ 6.6	(b)	(b)	(b)	- 1.4
All Others.....	+ 10.4	+ 4.6	+ 10.8	+ 8.8	+ 11.6	+ 33.4	+ 7.2	+ 6.6

(b) Not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to September 1953

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic PROVINCES	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	8,831,959	733,554	2,032,661	3,353,866	489,151	607,604	713,023	902,152
Grocery & Combination	1,566,640	153,655	450,382	599,317	71,913	62,617	86,772	141,989
Meat	123,318	(b)	32,841	48,183	4,247	5,957	10,416	16,053
General	389,659	79,807	67,063	71,714	33,910	51,077	44,469	41,623
Department	676,557	51,710	120,454	223,385	64,778	38,764	68,113	109,353
Variety	145,423	14,505	42,168	63,823	3,611	5,142	7,791	8,382
Motor Vehicle	1,807,391	135,656	356,666	668,743	103,507	173,742	167,200	201,880
Garage & Filling Station	409,185	31,209	78,266	174,042	17,811	25,611	43,265	38,985
Men's Clothing	134,299	8,898	36,026	58,445	4,163	5,557	10,419	10,791
Family Clothing	137,273	19,528	50,210	40,026	5,450	5,957	8,264	7,837
Women's Clothing	145,355	7,113	37,346	60,945	4,322	5,896	11,740	18,000
Shoe	83,510	6,005	25,399	35,369	2,602	(b)	3,979	7,936
Hardware	178,041	10,348	38,140	63,034	9,278	19,807	20,516	16,920
Lumber & Building Material	307,451	11,558	54,177	107,478	31,211	36,274	41,552	25,204
Furniture	132,802	(b)	48,011	56,918	(b)	(b)	7,747	8,394
Appliance & Radio	195,924	(b)	(b)	97,672	(b)	(b)	(b)	20,169
Restaurant	332,441	17,114	76,906	127,743	18,072	22,166	30,130	40,312
Coal & Wood	151,544	10,919	43,086	78,542	5,100	4,174	(b)	9,423
Drug	198,302	13,098	40,164	85,597	12,547	11,775	14,504	20,521
Jewellery	73,414	4,318	16,262	32,503	(b)	(b)	(b)	8,565
Tobacco	67,985	(b)	17,043	41,955	(b)	(b)	(b)	3,915
All Others	1,575,445	134,864	365,835	618,432	78,714	114,532	117,170	145,900

(b) Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to September 1953 Over January to September 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 5.4	+ 3.9	+ 5.2	+ 5.7	+ 5.7	+ 9.5	+ 5.1	+ 3.3
Grocery & Combination.....	+ 3.7	+ 2.4	+ 3.6	+ 4.8	+ 2.9	+ 6.2	+ 4.0	(c)
Meat.....	+ 2.7	(b)	+ 3.1	+ 4.8	- 4.0	+ 5.6	- 1.8	+ 0.2
General	- 2.4	- 3.0	- 8.0	- 3.7	- 1.8	+ 3.7	+ 0.6	- 0.2
Department	+ 4.4	- 0.5	+ 4.7	+ 3.4	+ 3.2	+ 9.4	+ 9.0	+ 5.0
Variety	+ 6.2	+ 6.9	+ 5.7	+ 4.9	+ 6.3	+ 9.8	+ 11.6	+ 11.0
Motor Vehicle.....	+ 10.2	+ 13.6	+ 11.5	+ 10.4	+ 10.1	+ 15.1	+ 1.6	+ 8.4
Garage & Filling Station	+ 8.1	+ 2.2	+ 10.1	+ 6.3	+ 2.7	+ 18.2	+ 13.1	+ 9.2
Men's Clothing.....	- 2.2	- 0.5	+ 0.6	- 5.3	+ 0.8	+ 3.5	+ 3.0	- 3.5
Family Clothing	+ 2.0	- 1.0	+ 1.8	+ 2.8	+ 0.7	+ 9.3	+ 6.7	- 1.7
Women's Clothing.....	+ 4.0	+ 5.5	+ 3.0	+ 2.3	+ 8.7	+ 8.2	+ 16.3	+ 1.5
Shoe.....	+ 2.8	+ 3.9	+ 1.8	+ 2.5	+ 0.3	(b)	+ 7.8	+ 3.4
Hardware	+ 7.0	+ 5.4	+ 10.8	+ 4.5	+ 3.3	+ 12.1	+ 5.7	+ 7.0
Lumber & Building Material....	+ 12.4	+ 6.6	+ 19.1	+ 10.2	+ 11.3	+ 17.1	+ 13.0	+ 5.8
Furniture.....	+ 5.2	(b)	+ 6.9	+ 7.0	(b)	(b)	+ 4.9	+ 0.5
Appliance and Radio.....	+ 11.4	(b)	(b)	+ 17.7	(b)	(b)	(b)	- 11.5
Restaurant	- 2.2	- 0.5	- 6.5	- 2.6	- 1.4	+ 10.3	- 1.6	- 0.1
Coal & Wood	- 7.3	- 8.8	- 7.1	- 7.4	+ 4.4	+ 15.9	(b)	- 17.1
Drug.....	+ 3.1	- 1.6	+ 3.3	+ 2.7	+ 6.0	+ 7.8	+ 4.5	+ 2.7
Jewellery	+ 5.4	+ 2.9	+ 8.2	+ 5.1	(b)	(b)	(b)	+ 4.4
Tobacco.....	+ 7.1	(b)	+ 3.8	+ 10.3	(b)	(b)	(b)	- 4.4
All Others.....	+ 6.3	+ 7.4	+ 6.1	+ 7.2	+ 10.5	+ 2.9	+ 5.4	+ 3.6

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

September 1953 Over August 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.7	- 3.9	- 0.6	+ 1.3	+ 1.2	- 9.1	- 5.0	- 6.0
Grocery & Combination.....	- 2.3	- 3.2	+ 1.6	- 4.5	- 3.5	- 3.8	+ 0.5	- 4.0
Meat.....	+ 0.3	(b)	- 4.9	+ 6.3	+ 6.9	- 2.0	- 5.7	- 0.2
General.....	- 6.3	- 4.1	- 1.1	- 16.8	- 7.8	- 2.4	+ 7.3	- 15.1
Department	+ 23.9	+ 10.9	+ 34.8	+ 37.7	+ 22.7	+ 14.9	+ 12.5	+ 6.0
Variety	+ 4.2	+ 3.7	+ 1.4	+ 8.5	+ 8.0	- 7.9	+ 1.5	- 3.9
Motor Vehicle	- 11.8	- 13.8	- 13.6	- 8.0	- 19.5	- 6.6	- 10.6	- 20.7
Garage & Filling Station	- 11.0	+ 10.5	+ 9.3	- 8.7	- 18.4	(b)	- 40.1	- 7.6
Men's Clothing.....	+ 16.8	+ 10.9	+ 19.2	+ 25.6	- 18.9	+ 13.1	+ 6.5	+ 5.3
Family Clothing	+ 15.5	- 0.2	+ 15.2	+ 36.9	+ 0.5	+ 8.0	+ 13.1	- 11.8
Women's Clothing.....	+ 15.5	- 3.7	+ 21.6	+ 17.3	+ 94.0	+ 12.0	+ 7.0	+ 2.6
Shoe.....	+ 13.0	+ 33.3	+ 9.0	+ 15.9	+ 23.7	(b)	- 3.5	+ 2.0
Hardware	- 1.8	+ 11.1	+ 5.0	- 6.2	+ 3.4	- 29.5	+ 8.4	+ 20.1
Lumber & Building Material....	+ 3.0	- 12.8	+ 9.4	+ 4.5	+ 2.4	- 7.4	+ 2.2	+ 15.8
Furniture.....	+ 3.4	(b)	(b)	- 10.3	(b)	(b)	- 3.0	- 16.6
Appliance and Radio.....	+ 20.9	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 7.2	- 23.2	- 2.3	- 6.2	+ 19.7	- 11.9	- 7.3	- 17.8
Coal & Wood	+ 42.8	+ 46.7	+ 50.3	+ 35.0	+ 104.0	+ 26.1	(b)	+ 69.2
Drug.....	- 2.3	- 6.7	- 7.2	+ 2.2	- 11.2	- 7.0	+ 1.8	- 3.8
Jewellery	- 3.7	- 9.9	- 6.1	- 5.8	(b)	(b)	(b)	- 8.6
Tobacco.....	+ 9.4	(b)	+ 24.0	+ 7.5	(b)	(b)	(b)	(b)
All Others.....	- 7.8	- 8.9	- 18.1	- 0.2	+ 10.2	- 16.3	- 9.9	- 5.0

(b) Not available

Department Store Sales and Stocks

September 1952 and September 1953

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	Sept. 1952	Sept. 1953	Change 1953/52	Aug. 31 1952	Aug. 31 1953	Change 1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	87,929	87,246	+ 1.5	203,292	255,747	+ 25.8
1. Women's and Misses' Dresses.....	2,619	2,513	- 4.0	3,598	4,201	+ 16.8
2. Women's and Misses' Coats and Suits	3,181	3,299	+ 3.7	4,858	5,937	+ 22.2
3. Women's and Misses' Sportswear.....	2,605	2,741	+ 5.2	5,222	6,406	+ 22.7
4. Furs	1,695	1,379	- 18.6	5,907	7,489	+ 26.8
5. Girls' and Infants' Wear	5,505	5,836	+ 6.0	9,344	14,063	+ 50.5
6. Lingerie and Corsets	3,022	2,963	- 2.0	6,983	8,387	+ 20.1
7. Aprons, Housedresses and Uniforms....	515	489	- 5.0	958	1,319	+ 37.7
8. Millinery	1,337	1,370	+ 2.5	1,160	1,290	+ 11.2
9. Hosiery and Apparel Accessories	3,362	3,408	+ 1.4	7,204	9,196	+ 27.7
10. Women's, Misses' and Children's Shoes	4,003	4,061	+ 1.4	11,948	14,667	+ 22.8
Ladies' Apparel and Accessories.						
Total 1 - 10	27,844	28,059	+ 0.8	57,182	72,955	+ 27.6
11. Men's Clothing	2,695	2,729	+ 1.3	7,483	8,570	+ 14.5
12. Men's Furnishings	3,793	3,523	- 7.1	11,067	14,527	+ 31.3
13. Boys' Clothing and Furnishings	2,572	2,694	+ 4.7	6,032	8,008	+ 32.8
14. Men's and Boys' Shoes	1,390	1,323	- 4.8	4,138	5,202	+ 25.7
15. Food and Kindred Products.....	4,771	4,445	- 6.8	3,920	3,525	- 10.1
16. Toiletries, Cosmetics and Drugs	1,798	1,876	+ 4.3	5,013	5,448	+ 8.7
17. Photographic Equipment and Supplies..	231	265	+ 14.7	810	960	+ 18.5
18. Piece Goods	1,998	1,941	- 2.9	8,926	9,649	+ 8.1
19. Linens and Domestics	3,489	3,243	- 7.1	7,288	8,689	+ 19.2
20. Smallwares	1,716	1,717	+ 0.1	5,772	6,231	+ 8.0
21. China and Glassware	1,095	1,172	+ 7.0	7,925	8,705	+ 9.8
22. Home Furnishings	5,186	5,107	- 1.5	18,773	22,774	+ 21.3
23. Furniture	5,660	5,717	+ 1.0	9,707	14,518	+ 49.6
24. Major Appliances	3,750	4,259	+ 13.6	6,606	8,463	+ 28.1
25. Radio and Music	1,430	1,870	+ 30.8	3,697	5,883	+ 59.1
26. Hardware and Housewares	4,967	5,149	+ 3.7	11,169	14,549	+ 30.3
27. Jewellery	1,519	1,437	- 5.4	6,845	7,942	+ 16.0
28. Sporting Goods and Luggage	2,273	2,563	+ 13.0	8,930	14,249	+ 59.6
29. Stationery, Books and Magazines.....	1,508	1,693	+ 12.3	3,875	4,686	+ 20.9
30. All Other Departments	6,244	6,504	+ 4.2	8,132	10,214	+ 25.6

January to September 1952 and January to September 1953

Department	SALES		
	Jan. to Sept.	Jan. to Sept.	Change
	1952	1953	1953/1952
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	647,897	676,557	+ 4.4
1. Women's and Misses' Dresses.....	24,076	23,606	- 2.0
2. Women's and Misses' Coats and Suits	19,447	20,158	+ 3.7
3. Women's and Misses' Sportswear	17,332	18,257	+ 5.3
4. Furs.....	7,536	7,797	+ 3.5
5. Girls' and Infants' Wear	30,132	32,147	+ 6.7
6. Lingerie and Corsets	25,383	26,452	+ 4.2
7. Aprons, Housedresses and Uniforms	5,494	5,286	- 3.8
8. Millinery	6,936	7,175	+ 3.4
9. Hosiery and Apparel Accessories.....	23,664	24,719	+ 4.5
10. Women's, Misses' and Children's Shoes	28,726	29,232	+ 1.8
Ladies' Apparel and Accessories.			
Total 1 - 10.....	188,726	194,829	+ 3.2
11. Men's Clothing.....	20,652	20,932	+ 1.4
12. Men's Furnishings.....	26,329	26,445	+ 0.4
13. Boys' Clothing and Furnishings	16,597	16,368	- 1.4
14. Men's and Boys' Shoes.....	10,874	10,662	- 1.9
15. Food and Kindred Products	46,784	43,116	- 7.8
16. Toiletries, Cosmetics and Drugs	15,871	16,680	+ 5.1
17. Photographic Equipment and Supplies	2,024	2,321	+ 14.7
18. Piece Goods.....	17,491	17,380	- 0.6
19. Linens and Domestic Goods	25,592	25,599	(c)
20. Smallwares	13,894	14,228	+ 2.4
21. China and Glassware	8,697	9,015	+ 3.7
22. Home Furnishings	42,347	45,159	+ 6.6
23. Furniture	43,842	48,229	+ 10.0
24. Major Appliances.....	28,677	31,489	+ 9.8
25. Radio and Music	9,116	12,276	+ 34.7
26. Hardware and Housewares	41,626	45,353	+ 9.0
27. Jewellery	11,055	11,464	+ 3.7
28. Sporting Goods and Luggage	18,238	21,009	+ 14.9
29. Stationery, Books and Magazines	9,119	9,966	+ 9.3
30. All Other Departments	50,296	54,037	+ 7.4

(c) Unchanged

6505-501

6-11-53

Lacking Oct. 1953



DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

UNIVERSITY OF TORONTO

DEPT. OF POLITICAL ECONOMY

Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce

Vol. XXV - No. II

\$2.00 a year

Government
Publications



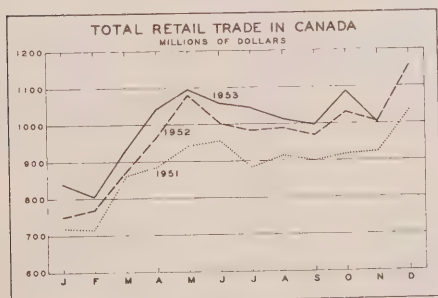
RETAIL TRADE

NOVEMBER, 1953

November sales of Canadian retailers are estimated at \$1,001,648,000, a decline of 0.5% from November 1952, and an 8.0% drop from October of this year. This represents the first month since the end of World War II that retail sales have recorded a decrease from the same month of the preceding year. Cumulative sales for the first eleven months of this year stand at \$10,921,986,000, 4.8% above sales realized during the same period of last year.

TOTAL RETAIL TRADE IN CANADA

<u>Period</u>	1952 \$'000	1953 \$'000	<u>% Change</u> 1953/1952
Jan. to Sept.	8,379,795	8,831,959	+ 5.4
October	1,032,253	1,088,379	+ 5.4
November	1,006,888	1,001,648	- 0.5
TOTAL	10,418,936	10,921,986	+ 4.8



November declines were reported by retail merchants in the Atlantic Provinces (4.6%), Alberta (6.1%) and British

Columbia (2.9%). These reductions were partially offset in the Canada total by increases in Quebec (0.3%), Ontario (1.3%), Manitoba (0.6%) and Saskatchewan (1.1%).

Ten retail trades indicated lower sales this November than last, while another ten, as well as the residual group "all others", showed increased volume. The most significant percentage decreases were those reported by men's clothing stores (8.1%), motor vehicle dealers (6.5%) and family clothing stores (6.0%), while among the trades enjoying increases, the most notable were lumber and building material dealers (11.0%), and garages and filling stations (8.8%).

Department store sales during November amounted to \$112,649,000, a 2.6% increase over a year earlier, while inventories at October 31 are estimated at \$270,465,000, 20.0% above the retail value of department store stocks at October 31, 1952.

Percentage Changes in Selected Retail Trades

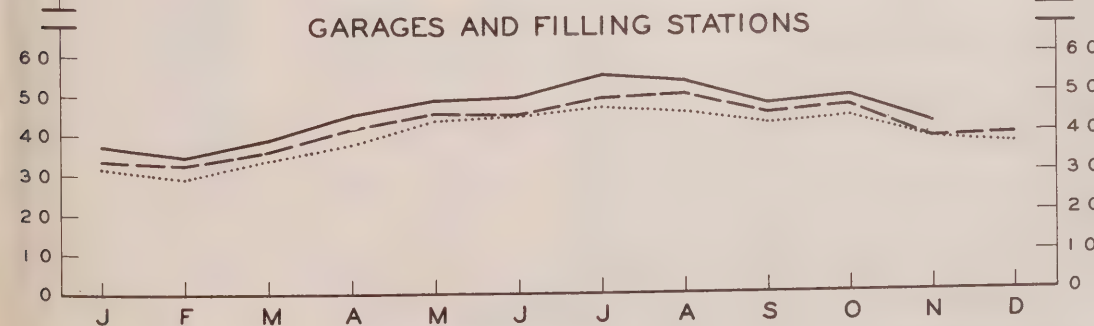
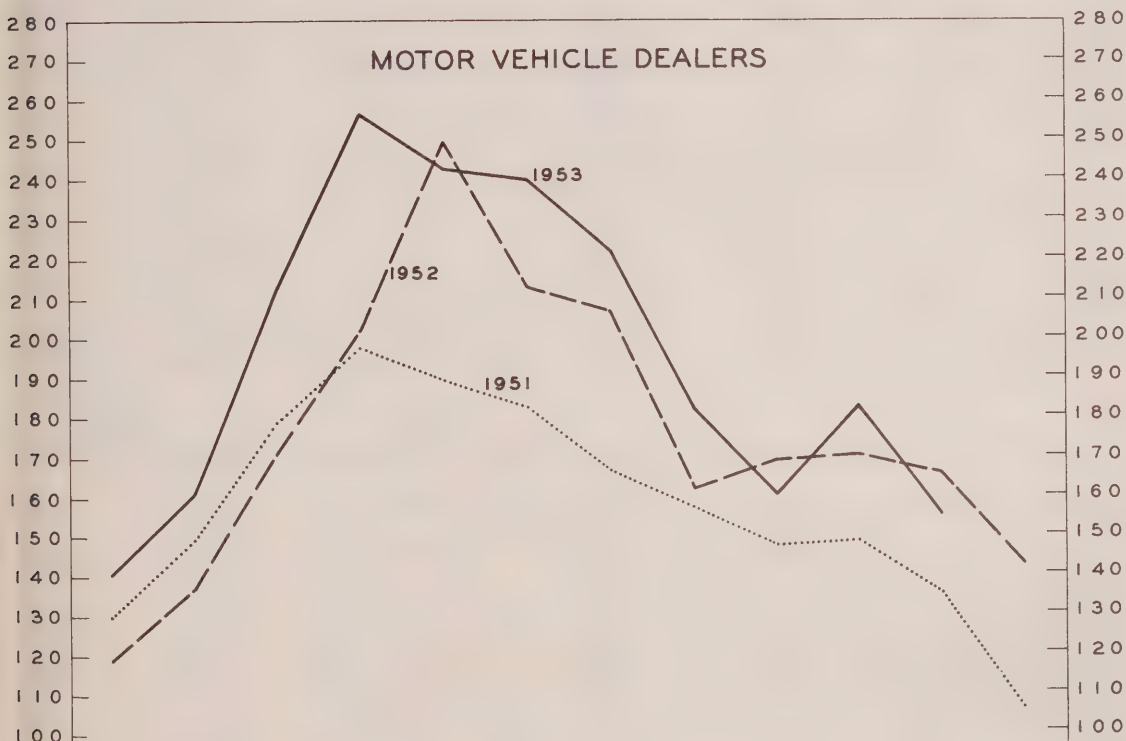
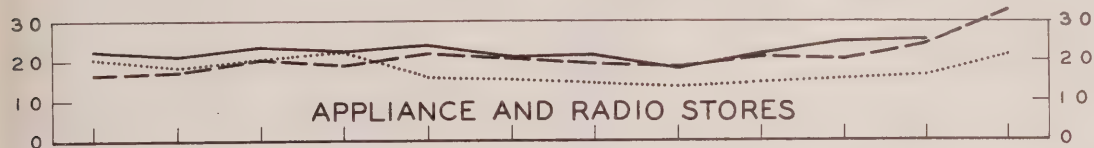
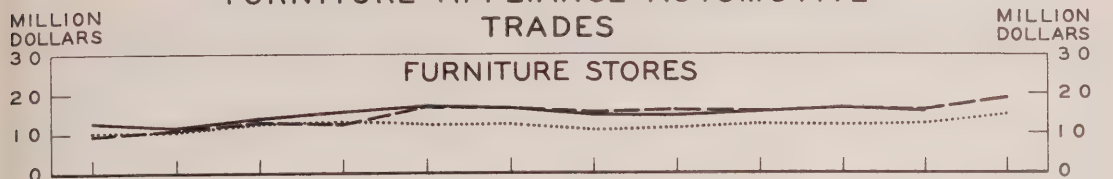
January to November 1953 over January to November 1952

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery & Combination ...	+ 3.9	+ 9.1	+ 1.2
Family Clothing	+ 0.1	- 1.9	+ 0.5
Women's Clothing	+ 3.1	+ 4.7	+ 2.6
Shoe	+ 2.4	+ 4.4	+ 1.4
Lumber & Building Material	+ 11.5	+ 9.9	+ 12.0
Furniture	+ 4.0	+ 3.4	+ 4.2
Appliance & Radio	+ 11.4	+ 2.6	+ 13.7
Restaurant	- 2.1	- 1.5	- 2.1
Drug	+ 3.1	+ 3.9	+ 3.0
Jewellery	+ 5.3	+ 6.1	+ 5.0

MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES



Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

NOVEMBER, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,001,648	172,302	829,346	80,417
2	Grocery and Combination	169,047	63,276	105,771	15,779
3	Meat	13,287	608	12,680	(b)
4	General	43,778	2,963	40,815	8,443
5	Department	112,649	-	112,649	8,936
6	Variety	19,443	16,369	3,074	1,966
7	Motor Vehicle	155,006	1,632	153,374	11,563
8	Garage & Filling Station	42,203	265	41,938	3,300
9	Men's Clothing	19,416	2,585	16,831	1,055
10	Family Clothing	19,404	3,164	16,240	2,673
11	Women's Clothing	16,997	3,753	13,244	933
12	Shoe	9,862	3,572	6,290	562
13	Hardware	20,978	1,307	19,671	1,261
14	Lumber & Building Material	38,755	10,254	28,501	1,306
15	Furniture	15,559	3,668	11,891	975
16	Appliance & Radio	25,347	4,666	20,681	(b)
17	Restaurant	36,683	2,364	34,318	1,498
18	Fuel	21,388	430	20,959	1,700
19	Drug	21,420	2,714	18,706	1,372
20	Jewellery	10,458	3,680	6,778	581
21	Tobacco	8,366	1,296	7,070	(b)
22	All Others	181,602	43,736	137,865	14,630
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	58,497	7,497	51,000	65,749
24	Grocery & Combination	7,668	2,607	5,061	7,138
25	Meat	458	-	458	777
26	General	3,864	278	3,586	5,898
27	Department	10,935	-	10,935	6,757
28	Variety	542	517	25	805
29	Motor Vehicle	9,883	(a)	(a)	14,816
30	Garage & Filling Station	2,176	(a)	(a)	(b)
31	Men's Clothing	730	91	639	925
32	Family Clothing	858	(a)	(a)	950
33	Women's Clothing	413	157	257	725
34	Shoe	301	59	242	(b)
35	Hardware	1,192	(a)	(a)	2,417
36	Lumber & Building Material	3,743	1,118	2,626	5,596
37	Furniture	297	-	297	(b)
38	Appliance & Radio	(b)	(b)	(b)	(b)
39	Restaurant	2,022	118	1,905	2,547
40	Fuel	677	-	677	643
41	Drug	1,278	(a)	(a)	1,412
42	Jewellery	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others	9,490	1,962	7,528	10,342

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

NOVEMBER, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
12,204	68,213	235,596	35,057	200,539	383,052	79,046	304,006	1
2,325	13,454	47,874	13,380	34,494	65,932	35,019	30,913	2
(b)	(b)	3,364	-	3,364	5,150	480	4,670	3
466	7,978	8,160	681	7,478	7,475	525	6,950	4
-	8,936	19,377	-	19,377	39,033	-	39,033	5
1,748	218	4,989	3,944	1,045	8,862	7,781	1,082	6
(a)	(a)	31,827	(a)	(a)	55,954	520	55,434	7
(a)	(a)	8,980	(a)	(a)	18,055	(a)	(a)	8
(a)	(a)	4,719	341	4,378	9,164	1,723	7,441	9
244	2,429	6,799	1,725	5,074	6,068	920	5,148	10
146	787	4,049	814	3,235	7,279	1,667	5,611	11
(a)	(a)	2,843	928	1,916	4,524	2,093	2,431	12
(a)	(a)	4,492	736	3,757	7,283	286	6,996	13
-	1,306	6,089	(a)	(a)	13,374	1,729	11,645	14
(a)	(a)	5,679	1,831	3,849	6,366	1,413	4,953	15
(b)	(b)	(b)	(b)	(b)	12,992	1,743	11,249	16
(a)	(a)	10,459	653	9,806	13,423	1,018	12,405	17
-	1,700	5,525	-	5,525	10,919	430	10,489	18
130	1,242	4,276	350	3,927	9,339	1,334	8,005	19
170	411	1,818	646	1,172	5,113	1,659	3,454	20
(a)	(a)	1,875	388	1,487	5,555	(a)	(a)	21
5,597	9,032	48,206	6,700	41,506	71,192	18,145	53,047	22
Saskatchewan			Alberta			British Columbia		
9,870	55,879	79,674	12,630	67,044	98,664	16,006	82,658	23
1,800	5,338	9,610	3,132	6,478	15,046	5,012	10,034	24
(a)	(a)	1,191	(a)	(a)	1,755	(a)	(a)	25
(a)	(a)	5,041	(a)	(a)	4,898	(a)	(a)	26
-	6,757	10,945	-	10,945	16,666	-	16,666	27
665	140	1,180	922	258	1,098	794	305	28
(a)	(a)	13,619	(a)	(a)	17,344	(a)	(a)	29
(b)	(b)	3,621	-	3,621	4,236	(a)	(a)	30
(a)	(a)	1,566	194	1,372	1,258	(a)	(a)	31
(a)	(a)	1,195	(a)	(a)	862	(a)	(a)	32
188	537	1,570	262	1,308	2,029	520	1,509	33
(a)	(a)	517	132	385	810	154	656	34
-	2,417	2,568	(a)	(a)	1,765	(a)	(a)	35
3,852	1,743	5,603	2,929	2,675	3,044	(a)	(a)	36
(b)	(b)	1,012	-	1,012	950	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	2,373	439	1,934	38
(a)	(a)	3,000	66	2,934	3,733	456	3,276	39
-	643	(b)	(b)	(b)	1,859	-	1,859	40
(a)	(a)	1,550	253	1,297	2,192	517	1,676	41
(a)	(a)	(b)	(b)	(b)	1,201	546	655	42
(a)	(a)	(b)	(a)	(a)	392	(a)	(a)	43
2,273	8,068	12,590	3,404	9,186	15,153	5,653	9,500	44

(Without Adjustment for Price Changes)

November 1953 Over November 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 0.5	- 4.6	+ 0.3	+ 1.3	+ 0.6	+ 1.1	- 6.1	- 2.9
Grocery & Combination.....	- 0.5	- 3.7	+ 0.3	+ 1.0	- 2.5	+ 2.1	- 1.0	- 5.4
Meat.....	- 4.7	(b)	+ 2.2	- 8.7	- 1.3	- 6.0	- 6.0	- 4.6
General.....	- 4.7	- 7.3	+ 6.3	- 3.6	- 10.3	- 4.1	- 9.4	- 8.7
Department	+ 2.6	+ 0.1	+ 2.6	+ 5.2	- 1.4	+ 7.6	+ 0.6	+ 0.3
Variety.....	+ 0.6	- 5.1	- 0.5	+ 2.3	+ 2.8	+ 5.8	+ 1.0	- 1.4
Motor Vehicle.....	- 6.5	+ 0.2	- 6.9	- 5.5	+ 15.3	- 8.5	- 26.0	- 2.0
Garage & Filling Station	+ 8.8	+ 6.9	+ 8.7	+ 10.4	+ 5.1	(b)	+ 9.5	+ 7.5
Men's Clothing.....	- 8.1	- 14.9	- 6.4	- 4.2	- 17.5	- 2.6	- 16.7	- 19.9
Family Clothing	- 6.0	- 8.6	- 7.2	- 0.7	- 12.1	- 7.0	- 7.7	- 13.6
Women's Clothing.....	- 4.8	- 1.2	- 5.9	- 3.5	- 1.2	- 14.7	+ 6.9	- 13.1
Shoe.....	- 2.0	- 9.2	+ 0.2	- 0.1	- 9.6	(b)	- 9.1	- 5.7
Hardware	+ 3.2	- 3.9	+ 8.4	+ 1.7	- 0.3	+ 12.3	+ 4.6	- 7.8
Lumber & Building Material....	+ 11.0	- 11.3	+ 10.4	+ 14.7	+ 7.0	+ 23.1	+ 7.6	+ 0.8
Furniture.....	- 2.5	- 13.3	+ 8.8	- 3.2	- 22.7	(b)	- 22.2	- 7.4
Appliance and Radio.....	+ 3.1	(b)	(b)	+ 11.2	(b)	(b)	(b)	- 14.9
Restaurant	- 4.2	- 6.0	- 5.6	- 2.3	- 11.0	+ 11.1	- 13.8	- 2.5
Fuel	+ 2.3	- 22.8	- 10.6	+ 17.9	- 6.2	+ 17.3	(b)	- 3.3
Drug.....	+ 0.7	- 2.4	- 0.5	+ 0.3	+ 0.2	+ 6.6	+ 3.3	+ 1.8
Jewellery	+ 2.3	- 3.2	+ 8.0	+ 2.0	(b)	(b)	(b)	+ 0.2
Tobacco.....	+ 2.1	(b)	+ 10.6	+ 0.5	(b)	(b)	(b)	- 7.8
All Others.....	+ 1.4	- 7.4	+ 3.5	+ 1.3	+ 2.6	+ 5.7	+ 1.7	+ 0.6

(b) Not available

Estimated Retail Trade -- By Provinces and Kinds of Business

January to November 1953

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	10,921,986	900,494	2,518,219	4,152,003	611,905	750,366	882,109	1,106,956
Grocery & Combination	1,927,407	187,020	553,407	738,617	88,602	78,163	107,482	174,122
Meat	152,503	(b)	40,149	59,630	5,340	7,657	13,112	19,814
General	481,056	97,434	83,436	87,240	42,123	64,120	55,536	51,173
Department	886,473	68,051	157,427	293,962	85,000	51,590	88,985	141,464
Variety	184,484	18,453	52,643	81,457	4,665	6,657	10,053	10,553
Motor Vehicle	2,144,729	159,283	422,662	793,639	126,508	205,872	197,624	239,145
Garage & Filling Station	500,999	38,378	96,610	213,060	22,401	30,828	52,009	47,717
Men's Clothing	172,114	11,079	45,353	75,832	5,468	7,466	13,523	13,395
Family Clothing	176,524	24,987	64,287	51,738	7,151	7,992	10,767	9,602
Women's Clothing	182,196	8,879	45,515	76,494	5,415	7,727	15,801	22,362
Shoe	103,484	7,235	31,083	44,353	3,271	(b)	5,027	9,646
Hardware	222,510	12,974	47,762	78,276	11,863	24,785	26,037	20,816
Lumber & Building Material	391,095	14,430	67,765	136,420	39,657	47,889	53,225	31,713
Furniture	165,079	9,185	59,538	70,319	(b)	(b)	9,864	10,382
Appliance & Radio	246,429	(b)	(b)	123,614	(b)	(b)	(b)	24,874
Restaurant	410,938	20,280	99,048	157,085	22,439	27,488	36,233	48,366
Fuel	195,815	14,243	54,969	101,233	6,499	5,482	(b)	12,968
Drug	243,989	16,104	49,094	105,658	15,379	14,772	17,901	25,084
Jewellery	93,982	5,443	20,012	42,435	(b)	(b)	(b)	10,845
Tobacco	84,482	(b)	20,832	52,764	(b)	(b)	(b)	4,727
All Others	1,955,698	167,301	461,879	768,177	97,750	138,700	143,708	178,187

(b) Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to November 1953 Over January to November 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 4.8	+ 2.8	+ 4.7	+ 5.5	+ 5.2	+ 8.1	+ 3.7	+ 2.9
Grocery & Combination.....	+ 3.9	+ 2.3	+ 3.5	+ 5.3	+ 3.0	+ 6.9	+ 4.3	+ 0.1
Meat.....	+ 2.5	(b)	+ 3.5	+ 3.7	- 2.2	+ 5.7	- 0.7	+ 0.2
General.....	- 2.5	- 3.5	- 6.2	- 3.7	- 2.4	+ 2.9	- 0.2	- 0.9
Department.....	+ 3.5	- 1.2	+ 3.8	+ 2.6	+ 1.6	+ 7.2	+ 7.1	+ 5.0
Variety.....	+ 5.3	+ 5.1	+ 4.5	+ 4.6	+ 5.5	+ 8.7	+ 9.7	+ 9.0
Motor Vehicle.....	+ 8.5	+ 10.5	+ 9.6	+ 9.7	+ 12.7	+ 10.7	- 1.8	+ 6.8
Garage & Filling Station.....	+ 7.9	+ 2.7	+ 9.1	+ 6.6	+ 3.4	+ 13.9	+ 12.6	+ 9.4
Men's Clothing.....	- 3.0	- 2.1	- 0.7	- 5.0	- 2.5	+ 2.5	(c)	- 5.3
Family Clothing.....	+ 0.1	- 1.9	- 0.8	+ 1.3	- 1.7	+ 4.7	+ 5.3	- 2.1
Women's Clothing.....	+ 3.1	+ 3.9	+ 1.9	+ 1.5	+ 6.6	+ 5.4	+ 17.0	+ 0.4
Shoe.....	+ 2.4	+ 1.8	+ 1.5	+ 2.5	+ 0.3	(b)	+ 5.3	+ 3.4
Hardware.....	+ 6.5	+ 3.3	+ 9.9	+ 4.6	+ 2.4	+ 12.0	+ 6.1	+ 5.6
Lumber & Building Material....	+ 11.5	+ 3.8	+ 18.0	+ 10.3	+ 9.8	+ 16.2	+ 11.1	+ 4.1
Furniture.....	+ 4.0	- 13.0	+ 7.0	+ 5.4	(b)	(b)	(c)	+ 0.2
Appliance and Radio.....	+ 11.4	(b)	(b)	+ 19.2	(b)	(b)	(b)	- 11.0
Restaurant.....	- 2.1	- 1.0	- 5.7	- 2.1	- 2.7	+ 10.5	- 3.3	- 0.1
Fuel.....	- 7.2	- 10.3	- 8.4	- 6.2	- 0.4	+ 11.7	(b)	- 14.0
Drug.....	+ 3.1	- 1.0	+ 3.3	+ 2.8	+ 5.3	+ 7.2	+ 4.6	+ 2.5
Jewellery.....	+ 5.3	+ 2.8	+ 8.6	+ 4.8	(b)	(b)	(b)	+ 4.1
Tobacco.....	+ 6.4	(b)	+ 4.7	+ 8.7	(b)	(b)	(b)	- 4.6
All Others.....	+ 6.2	+ 6.6	+ 6.7	+ 6.6	+ 8.0	+ 4.3	+ 5.3	+ 3.8

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

November 1953 Over October 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 8.0	- 7.1	- 5.7	- 7.7	- 9.0	- 14.6	- 10.9	- 7.0
Grocery & Combination.....	- 11.8	- 10.3	- 13.2	- 10.1	- 15.0	- 15.1	- 13.4	- 11.9
Meat.....	- 16.4	(b)	- 14.7	- 18.2	- 27.9	- 15.8	- 20.9	- 12.5
General.....	- 8.1	- 8.1	- 0.6	- 7.2	- 11.2	- 17.5	- 16.3	+ 5.3
Department	+ 15.8	+ 20.7	+ 10.1	+ 23.7	+ 17.8	+ 11.4	+ 10.3	+ 7.9
Variety.....	- 0.9	- 0.8	- 9.1	+ 1.0	+ 5.9	+ 13.4	+ 9.1	+ 2.3
Motor Vehicle	- 15.0	- 4.2	- 6.9	- 18.8	- 24.7	- 14.4	- 19.0	- 12.9
Garage & Filling Station	- 14.9	- 14.7	- 4.1	- 13.9	- 9.9	(b)	- 29.3	- 5.8
Men's Clothing.....	+ 5.5	- 6.3	+ 2.4	+ 11.4	+ 27.0	- 6.0	+ 1.8	- 6.5
Family Clothing	- 2.2	- 4.1	- 6.6	+ 7.5	+ 1.8	- 12.4	- 8.6	- 4.5
Women's Clothing.....	- 14.3	+ 12.0	- 2.0	- 12.0	- 39.3	- 34.4	- 37.0	- 13.0
Shoe.....	- 2.5	- 15.9	+ 0.1	+ 1.4	(b)	(b)	- 2.6	- 10.0
Hardware	- 10.7	- 7.6	- 12.4	- 8.5	- 14.4	- 5.6	- 13.0	- 17.2
Lumber & Building Material....	- 13.7	- 16.6	- 18.8	- 14.1	- 20.4	- 7.0	- 7.7	- 12.2
Furniture.....	- 6.9	- 3.0	- 2.9	- 9.5	(b)	(b)	- 8.4	- 8.6
Appliance and Radio.....	+ 0.8	(b)	(b)	+ 0.3	(b)	(b)	(b)	+ 1.8
Restaurant	- 12.3	- 10.2	- 10.5	- 15.7	- 13.8	- 8.2	- 3.3	- 13.6
Fuel	- 6.5	+ 4.7	- 13.1	- 7.2	- 6.2	- 3.3	(b)	+ 10.3
Tug.....	- 11.7	- 16.0	- 8.1	- 12.9	- 12.1	- 10.9	- 16.1	- 7.5
Jewellery	+ 3.4	+ 6.8	- 5.9	+ 6.1	(b)	(b)	(b)	+ 11.3
Tobacco.....	+ 2.9	(b)	- 2.0	+ 5.7	(b)	(b)	(b)	(b)
All Others.....	- 3.6	- 17.8	+ 0.8	- 9.4	- 0.6	- 25.2	- 9.7	- 11.6

() Not available

Department Store Sales and Stocks

November 1952 and November 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

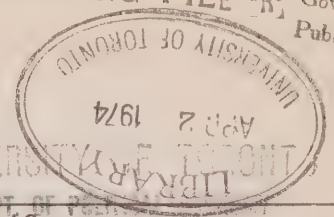
Department	SALES			STOCKS		
	Nov.	Nov.	Change	Oct. 31	Oct. 31	Change
	1952	1953	1953/52	1952	1953	1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	109,783	112,649	+ 2.6	225,456	270,465	+ 20.0
1. Women's and Misses' Dresses.....	2,527	2,463	- 2.5	5,033	4,881	- 3.0
2. Women's and Misses' Coats and Suits	3,041	3,290	+ 8.2	4,036	5,313	+ 31.6
3. Women's and Misses' Sportswear.....	2,425	2,563	+ 5.7	5,306	6,642	+ 25.2
4. Furs	3,294	2,525	- 23.3	6,142	6,773	+ 10.3
5. Girls' and Infants' Wear	6,208	6,873	+ 10.7	8,437	13,286	+ 57.5
6. Lingerie and Corsets	4,134	4,203	+ 1.7	8,934	10,343	+ 15.8
7. Aprons, Housedresses and Uniforms	554	483	- 12.8	1,177	1,192	+ 1.3
8. Millinery	988	1,002	+ 1.4	1,209	1,327	+ 9.8
9. Hosiery and Apparel Accessories	4,778	4,884	+ 2.2	9,257	11,342	+ 22.5
10. Women's, Misses' and Children's Shoes	4,724	4,764	+ 0.8	12,518	14,759	+ 17.9
Ladies' Apparel and Accessories.						
Total 1 - 10	32,673	33,050	+ 1.2	62,049	75,858	+ 22.3
11. Men's Clothing	3,859	3,659	- 5.2	7,872	9,930	+ 26.1
12. Men's Furnishings	6,692	6,765	+ 1.1	12,719	16,316	+ 28.3
13. Boys' Clothing and Furnishings	3,430	3,507	+ 2.2	5,947	8,406	+ 41.3
14. Men's and Boys' Shoes	2,036	1,901	- 6.6	4,935	5,767	+ 16.9
15. Food and Kindred Products.....	6,319	5,633	- 10.9	4,268	3,533	- 17.2
16. Toiletries, Cosmetics and Drugs	2,438	2,545	+ 4.4	5,871	6,172	+ 5.1
17. Photographic Equipment and Supplies..	335	384	+ 14.6	1,061	1,077	+ 1.5
18. Piece Goods	2,119	2,105	- 0.7	8,476	9,381	+ 10.7
19. Linens and Domestic Goods	3,467	3,417	- 1.4	8,102	9,144	+ 12.9
20. Smallwares	2,199	2,298	+ 4.5	6,219	6,422	+ 3.3
21. China and Glassware	1,404	1,501	+ 6.9	7,781	8,486	+ 9.1
22. Home Furnishings	6,133	6,447	+ 5.1	18,785	22,420	+ 19.4
23. Furniture	5,510	5,819	+ 5.6	11,052	14,041	+ 27.0
24. Major Appliances	3,521	4,011	+ 13.9	7,699	8,509	+ 10.5
25. Radio and Music	2,379	3,062	+ 28.7	4,347	6,373	+ 46.6
26. Hardware and Housewares	4,974	5,465	+ 9.9	11,871	14,493	+ 22.1
27. Jewellery	2,572	2,546	- 1.0	8,147	8,702	+ 6.8
28. Sporting Goods and Luggage	6,144	6,603	+ 7.5	13,044	17,602	+ 34.9
29. Stationery, Books and Magazines	2,342	2,380	+ 1.6	5,202	5,292	+ 1.7
30. All Other Departments	9,237	9,551	+ 3.4	10,009	12,541	+ 25.3

6505-501

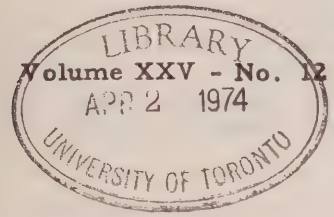
8-1-54



DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
OTTAWA



Published by Authority of the Rt. Hon. C. D. Howe, Minister of Trade and Commerce



\$2.00 a year

RETAIL TRADE
DECEMBER, 1953

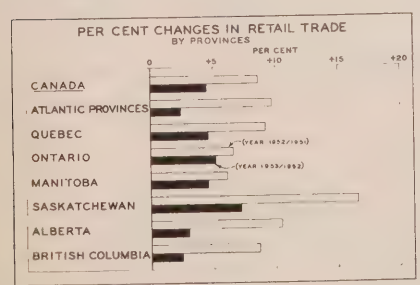
Canada's retail trade during December amounted to \$1,170,188,000, an increase of 1.2% over December 1952, and a new monthly record. The December sales brought the 1953 total to \$12,092,174,000, a gain of 4.5% over the 1952 volume.

Higher sales in 1953 were enjoyed by all geographical regions. The increases ranged from 2.4% in the Atlantic Provinces to 7.2% in Saskatchewan. With sales gains between these extremes were Ontario (5.2%), Quebec and Manitoba (both 4.6%), Alberta (3.0%), and British Columbia (2.5%).

An examination of sales change by trade shows a more mixed pattern. Fifteen of the 20 trades tabulated, as well as the residual group "all others", had higher sales in 1953. The most pronounced increases were those of lumber and building material dealers (11.2%) and appliance and radio stores (9.4%). The sales of 4 trades fell below their 1952 level, while those of one, family clothing, were unchanged.

TOTAL RETAIL TRADE IN CANADA

<u>Period</u>	<u>1952</u> \$'000	<u>1953</u> \$'000	<u>% Change</u> <u>1953/1952</u>
Jan. to Sept.	8,379,795	8,831,959	+ 5.4
October	1,032,253	1,088,379	+ 5.4
November	1,006,888	1,001,648	- 0.5
December	1,156,542	1,170,188	+ 1.2
TOTAL	11,575,478	12,092,174	+ 4.5



During December, Quebec and Ontario, with increases of 3.0% and 2.8% respectively, were the only regions contributing to the Canada gain. Declines were reported by retailers in the Atlantic Provinces (1.1%), Manitoba (0.8%), Saskatchewan (2.4%), Alberta (3.4%), and British Columbia (0.4%).

2.

Nationally, the merchants of 11 trades and those of the "all others" group experienced sales increases over December 1952. The largest proportionate increases were those of meat stores (9.2%) and grocery and combination stores and lumber and building material dealers (both 8.2%). Among the 9 sales declines, the most outstanding was the 8.9% drop of motor vehicle dealers.

While the 1953 estimates and the 1953-1952 comparisons given in this report are considered to be reliable within narrow limits, it should be noted that the figures for the two years are not in every respect comparable. Those for 1953 have not yet been adjusted for the sales of stores coming into existence, those going out of existence, and those changing their retail kind of business during the year. Final 1953 estimates incorporating these adjustments will be published later this year, but so that the user may gauge the extent of the revision to be made, it is noted that the 1952 adjustment for these factors amounted to + \$15 million, approximately 13 of 1% of the total estimate.

Percent Changes in Selected Retail Trades

January to December 1953 over January to December 1952

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination.....	+ 4.3	+ 9.6	+ 1.5
Family Clothing	(c)	- 1.9	+ 0.4
Women's Clothing	+ 2.8	+ 4.4	+ 2.3
Shoe.....	+ 1.6	+ 3.2	+ 0.8
Lumber and Building Material	+ 11.2	+ 10.0	+ 11.6
Furniture	+ 3.5	+ 2.3	+ 3.9
Appliance and Radio	+ 9.4	+ 1.8	+ 11.3
Restaurant	- 2.3	- 1.6	- 2.3
Drug	+ 3.0	+ 4.0	+ 2.9
Jewellery	+ 3.0	+ 4.4	+ 2.3

(c) Unchanged

MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

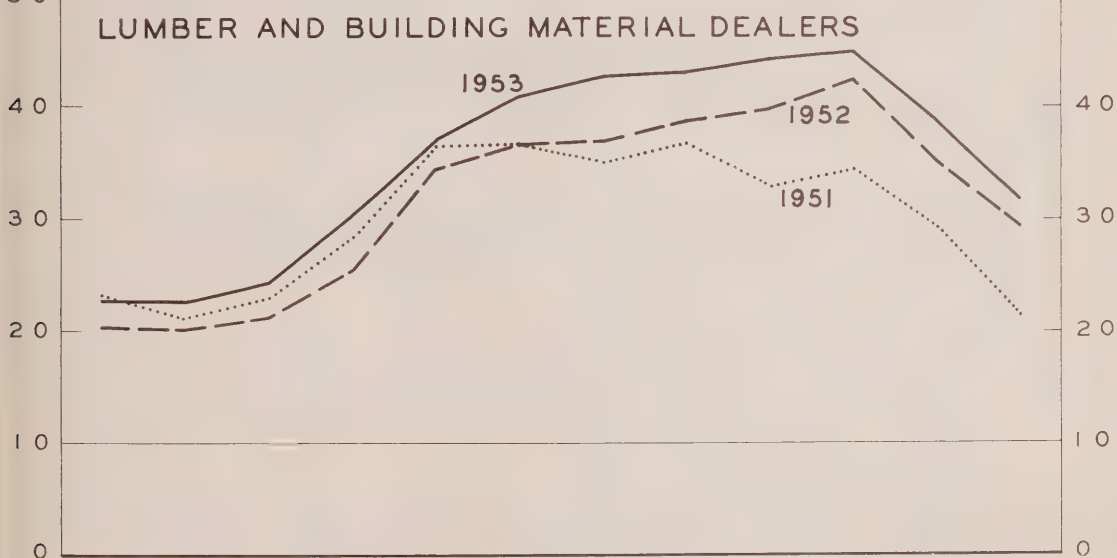
MILLION
DOLLARS

MILLION
DOLLARS

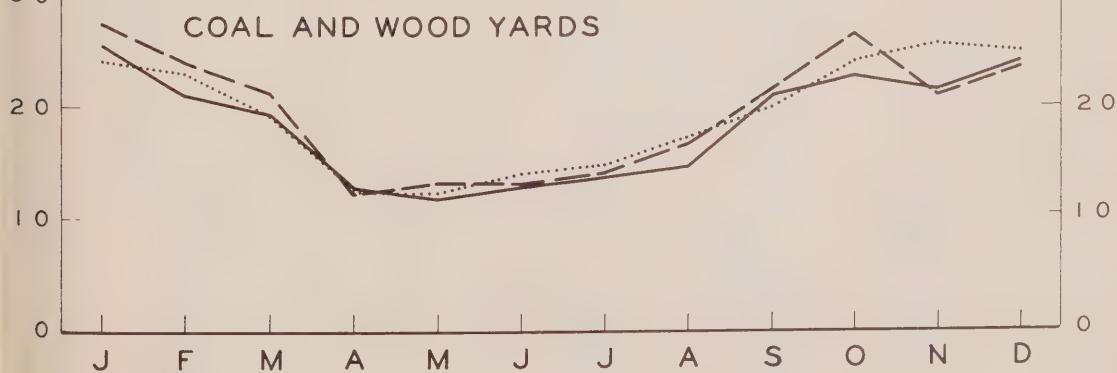
3 0 3 0



5 0 5 0



3 0 3 0



Estimated Retail Trade — By Provinces and Kinds of Business

January to December 1953

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	12,092,174	1,001,759	2,784,585	4,615,973	674,860	817,225	972,688	1,225,155
Grocery & Combination	2,126,536	206,175	610,253	815,627	97,428	86,298	118,976	191,785
Meat	169,636	(b)	44,477	66,595	5,839	8,388	14,648	22,167
General	532,642	107,021	92,437	96,446	47,022	71,392	61,905	56,425
Department	1,028,621	79,799	183,639	342,374	97,448	59,613	102,262	163,486
Variety	224,348	22,945	62,489	99,582	5,746	8,159	12,399	13,025
Motor Vehicle	2,274,584	169,278	446,029	841,543	135,035	217,725	210,989	253,988
Garage & Filling Station	542,413	41,766	105,198	230,940	23,993	32,792	55,946	51,784
Men's Clothing	203,601	12,980	52,207	91,642	6,345	8,790	16,048	15,592
Family Clothing	203,253	29,345	73,001	60,104	8,268	9,097	12,414	11,025
Women's Clothing	209,537	10,421	52,181	88,300	6,129	8,695	18,181	25,628
Shoe	118,274	8,314	35,586	51,089	3,609	(b)	5,564	10,880
Hardware	248,769	14,630	52,652	87,112	13,494	28,020	29,285	23,580
Lumber & Building Material	422,804	15,412	71,738	150,384	42,956	51,124	57,057	34,138
Furniture	183,905	10,694	66,253	78,063	(b)	(b)	10,929	11,562
Appliance & Radio	278,074	(b)	(b)	140,803	(b)	(b)	(b)	28,087
Restaurant	446,624	21,986	108,756	169,910	24,343	30,126	39,218	52,288
Fuel	219,918	15,863	61,892	113,267	7,483	6,196	(b)	14,740
Drug	275,171	18,192	55,018	119,258	17,238	16,699	20,400	28,268
Jewellery	119,418	7,173	25,152	53,425	(b)	(b)	(b)	13,868
Tobacco	94,381	(b)	23,323	58,857	(b)	(b)	(b)	5,263
All Others	2,169,665	187,659	512,668	860,552	106,787	147,220	157,207	197,576

(b) Not available

(Without Adjustment for Price Changes)

December 1953 Over December 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	+ 1.2	- 1.1	+ 3.0	+ 2.8	- 0.8	- 2.4	- 3.4	- 0.4
Grocery & Combination.....	+ 8.2	+ 2.7	+ 7.1	+ 11.8	+ 7.6	+ 13.9	+ 6.7	+ 1.7
Eat.....	+ 9.2	(b)	+ 12.8	+ 10.3	+ 11.4	+ 1.5	+ 8.9	+ 5.2
Country General	- 2.7	- 6.8	- 8.3	+ 2.2	- 1.3	- 3.2	+ 0.8	+ 3.0
General.....	+ 2.0	+ 0.9	+ 5.0	+ 1.7	+ 0.8	- 0.1	+ 0.5	+ 1.9
Variety.....	+ 3.6	+ 1.9	+ 2.2	+ 4.7	+ 7.0	+ 4.7	+ 3.5	+ 2.6
Motor Vehicle	- 8.9	- 9.0	(c)	- 6.6	- 6.7	- 7.4	- 28.0	- 9.6
Garage & Filling Station	+ 4.9	+ 9.0	+ 2.6	+ 8.0	+ 1.9	+ 0.6	- 1.1	+ 2.3
Men's Clothing.....	- 1.6	- 7.6	+ 5.0	- 4.0	- 6.4	+ 11.2	+ 0.6	- 4.5
Family Clothing	- 0.8	- 4.7	- 0.5	+ 2.2	- 4.3	- 6.7	+ 4.0	- 4.9
Women's Clothing.....	+ 1.2	+ 8.6	+ 4.3	- 2.8	+ 3.9	+ 1.9	+ 17.8	- 4.3
Shoe.....	- 3.5	- 2.5	- 7.1	- 2.4	- 7.4	(b)	- 1.5	+ 2.3
Hardware	+ 0.5	- 1.6	- 4.3	+ 2.1	- 4.5	+ 11.7	- 2.8	+ 0.6
Lumber & Building Material....	+ 8.2	- 23.0	- 11.2	+ 27.2	+ 8.1	+ 4.5	- 2.1	- 3.4
Furniture.....	- 0.7	- 14.7	+ 8.9	- 0.7	(b)	(b)	- 9.6	- 7.5
Appliance and Radio.....	- 4.3	(b)	- 7.8	+ 3.8	(b)	(b)	(b)	+ 3.0
Restaurant	- 4.4	- 5.1	- 8.0	- 1.5	- 12.0	+ 9.0	- 9.2	- 4.2
Fel	+ 2.3	- 18.3	- 4.9	+ 12.1	+ 18.7	+ 6.6	(b)	- 10.3
Fug.....	+ 2.2	+ 0.7	+ 4.3	+ 1.0	+ 1.5	+ 8.4	+ 2.6	+ 1.1
Jewellery	- 4.9	(b)	- 6.7	- 7.6	(b)	(b)	(b)	+ 1.4
Tobacco.....	+ 0.2	(b)	+ 10.7	- 2.4	(b)	(b)	(b)	- 6.8
A) Others.....	+ 3.4	+ 5.5	+ 8.9	+ 1.4	- 2.5	- 12.7	+ 9.9	+ 3.8

(b) Not available (c) Unchanged

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

December, 1953

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,170,188	227,176	943,012	101,26
2	Grocery and Combination.....	199,129	73,201	125,928	19,15
3	Meat	17,133	724	16,410	(b)
4	General.....	51,586	3,504	48,082	9,58
5	Department	142,148	-	142,148	11,75
6	Variety.....	39,864	33,579	6,285	4,49
7	Motor Vehicle	129,855	1,406	128,449	9,99
8	Garage & Filling Station.....	41,414	271	41,142	3,38
9	Men's Clothing	31,487	3,932	27,556	1,90
10	Family Clothing	26,729	4,451	22,278	4,35
11	Women's Clothing	27,341	7,106	20,235	1,54
12	Shoe	14,790	5,954	8,836	1,07
13	Hardware	26,259	1,650	24,609	1,65
14	Lumber & Building Material	31,709	7,086	24,623	98
15	Furniture	18,826	3,823	15,003	1,50
16	Appliance & Radio.....	31,645	6,143	25,502	(b)
17	Restaurant	35,686	2,357	33,329	1,70
18	Fuel	24,103	474	23,630	1,62
19	Drug	31,182	4,145	27,037	2,08
20	Jewellery.....	25,436	9,016	16,419	(b)
21	Tobacco	9,899	1,984	7,915	(b)
22	All Others.....	213,967	56,370	157,596	20,35
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	62,957	8,704	54,253	66,86
24	Grocery & Combination.....	8,826	2,909	5,917	8,13
25	Meat	499	-	499	73
26	General.....	4,899	352	4,547	7,27
27	Department.....	12,450	-	12,450	8,02
28	Variety	1,081	1,030	51	1,50
29	Motor Vehicle	8,527	(a)	(a)	11,85
30	Garage & Filling Station	1,592	(a)	(a)	1,96
31	Men's Clothing.....	877	102	775	1,32
32	Family Clothing	1,117	(a)	(a)	1,10
33	Women's Clothing	714	239	475	96
34	Shoe	338	82	257	(b)
35	Hardware	1,631	(a)	(a)	3,23
36	Lumber & Building Material	3,299	656	2,642	3,23
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	1,904	121	1,783	2,63
40	Fuel	984	-	984	71
41	Drug	1,859	(a)	(a)	1,92
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	9,037	2,274	6,764	8,52

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

December, 1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
1,887	83,380	266,366	47,032	219,334	463,970	108,040	355,930	1
952	16,204	56,846	15,366	41,481	77,010	40,241	36,769	2
(b)	(b)	4,328	-	4,328	6,965	567	6,398	3
615	8,973	9,001	752	8,249	9,206	647	8,559	4
-	11,750	26,212	-	26,212	48,412	-	48,412	5
993	499	9,846	7,783	2,063	18,125	15,913	2,212	6
(a)	(a)	23,367	(a)	(a)	47,904	445	47,459	7
(a)	(a)	8,588	(a)	(a)	17,880	(a)	(a)	8
(a)	(a)	6,854	573	6,281	15,810	2,754	13,056	9
326	4,032	8,714	2,294	6,419	8,366	1,439	6,927	10
292	1,250	6,666	1,592	5,074	11,806	3,443	8,363	11
(a)	(a)	4,503	1,933	2,570	6,736	3,127	3,610	12
(a)	(a)	4,890	757	4,133	8,836	456	8,380	13
-	982	3,973	(a)	(a)	13,964	1,734	12,230	14
(a)	(a)	6,715	1,920	4,795	7,744	1,509	6,235	15
(b)	(b)	4,888	1,518	3,370	17,189	2,622	14,567	16
(a)	(a)	9,708	671	9,036	12,825	953	11,872	17
-	1,620	6,923	-	6,923	12,034	474	11,560	18
189	1,900	5,924	455	5,469	13,700	2,092	11,608	19
(b)	(b)	5,140	1,801	3,338	10,990	3,819	7,171	20
(a)	(a)	2,491	559	1,932	6,093	(a)	(a)	21
558	12,800	50,789	8,655	42,134	92,375	24,901	67,475	22
Saskatchewan		Alberta			British Columbia			
863	56,997	90,579	14,970	75,609	118,200	20,685	97,515	23
2,031	6,104	11,494	3,746	7,748	17,663	5,958	11,706	24
(a)	(a)	1,536	(a)	(a)	2,353	(a)	(a)	25
(a)	(a)	6,369	(a)	(a)	5,252	(a)	(a)	26
-	8,024	13,277	-	13,277	22,023	-	22,023	27
1,240	262	2,346	1,833	513	2,472	1,786	686	28
(a)	(a)	13,365	(a)	(a)	14,843	(a)	(a)	29
-	1,964	3,937	-	3,937	4,067	(a)	(a)	30
(a)	(a)	2,525	218	2,306	2,197	(a)	(a)	31
(a)	(a)	1,647	(a)	(a)	1,423	(a)	(a)	32
279	690	2,380	408	1,972	3,266	854	2,412	33
(a)	(a)	537	171	366	1,234	241	993	34
-	3,235	3,248	(a)	(a)	2,764	(a)	(a)	35
2,357	878	3,832	1,890	1,942	2,425	(a)	(a)	36
(b)	(b)	1,065	-	1,065	1,179	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	3,213	503	2,710	38
(a)	(a)	2,985	74	2,911	3,922	474	3,447	39
-	714	(b)	(b)	(b)	1,772	-	1,772	40
(a)	(a)	2,499	379	2,120	3,184	834	2,350	41
(a)	(a)	(b)	(b)	(b)	3,023	1,160	1,863	42
(a)	(a)	(b)	(a)	(a)	536	(a)	(a)	43
2,391	6,129	13,499	3,856	9,644	19,389	6,737	12,652	44

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to December 1953 Over January to December 1952

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 4.5	+ 2.4	+ 4.6	+ 5.2	+ 4.6	+ 7.2	+ 3.0	+ 2.5
Grocery & Combination.....	+ 4.3	+ 2.3	+ 3.8	+ 5.9	+ 3.4	+ 7.5	+ 4.5	+ 0.2
Meat.....	+ 3.2	(b)	+ 4.3	+ 4.3	- 1.1	+ 5.4	+ 0.2	+ 0.7
General.....	- 2.5	- 3.8	- 6.4	- 3.1	- 2.3	+ 2.2	- 0.1	- 0.6
Department	+ 3.3	- 0.9	+ 4.0	+ 2.5	+ 1.5	+ 6.2	+ 6.2	+ 4.6
Variety.....	+ 5.0	+ 4.5	+ 4.1	+ 4.6	+ 5.8	+ 8.0	+ 8.4	+ 7.7
Motor Vehicle.....	+ 7.3	+ 9.1	+ 9.1	+ 8.6	+ 11.2	+ 9.5	- 4.0	+ 5.7
Garage & Filling Station	+ 7.7	+ 3.2	+ 8.6	+ 6.7	+ 3.3	+ 13.0	+ 11.5	+ 8.8
Men's Clothing.....	- 2.8	- 2.9	(c)	- 4.9	- 3.1	+ 3.7	+ 0.1	- 5.2
Family Clothing	(c)	- 2.3	- 0.7	+ 1.4	- 2.1	+ 3.1	+ 5.1	- 2.5
Women's Clothing.....	+ 2.8	+ 4.6	+ 2.2	+ 0.9	+ 6.3	+ 5.0	+ 17.1	- 0.3
Shoe.....	+ 1.6	+ 1.3	+ 0.4	+ 1.8	- 0.5	(b)	+ 4.6	+ 3.2
Hardware	+ 5.9	+ 2.8	+ 8.4	+ 4.3	+ 1.5	+ 12.0	+ 5.0	+ 5.0
Lumber & Building Material....	+ 11.2	+ 1.5	+ 15.9	+ 11.7	+ 9.6	+ 15.4	+ 10.1	+ 3.1
Furniture.....	+ 3.5	- 13.2	+ 7.2	+ 4.8	(b)	(b)	- 1.0	- 0.1
Appliance and Radio.....	+ 9.4	(b)	(b)	+ 17.0	(b)	(b)	(b)	- 9.1
Restaurant	- 2.3	- 1.4	- 5.9	- 2.0	- 3.5	+ 10.4	- 3.8	- 0.1
Fuel	- 6.2	- 11.2	- 8.0	- 4.5	+ 1.8	+ 11.1	(b)	- 13.1
Drug.....	+ 3.0	- 0.8	+ 3.4	+ 2.6	+ 4.9	+ 7.3	+ 4.4	+ 2.1
Jewellery	+ 3.0	+ 2.0	+ 5.0	+ 2.0	(b)	(b)	(b)	+ 3.1
Tobacco.....	+ 5.7	(b)	+ 5.3	+ 7.5	(b)	(b)	(b)	- 4.1
All Others.....	+ 5.9	+ 6.4	+ 6.9	+ 6.0	+ 7.0	+ 3.2	+ 5.7	+ 3.1

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

December 1953 Over November 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 16.8	+ 25.9	+ 13.1	+ 21.1	+ 7.6	+ 1.7	+ 13.7	+ 19.8
Grocery & Combination.....	+ 17.8	+ 21.4	+ 18.7	+ 16.8	+ 15.1	+ 14.0	+ 19.6	+ 17.4
Meat.....	+ 28.9	(b)	+ 28.7	+ 35.2	+ 9.0	- 5.9	+ 29.0	+ 34.1
General.....	+ 17.8	+ 13.5	+ 10.3	+ 23.2	+ 26.8	+ 23.3	+ 26.3	+ 7.2
Department	+ 26.2	+ 31.5	+ 35.3	+ 24.0	+ 13.9	+ 18.8	+ 21.3	+ 32.1
Variety.....	+105.0	+128.5	+ 97.4	+104.5	+ 99.4	+ 86.6	+ 98.8	+125.1
Motor Vehicle	- 16.2	- 13.6	- 26.6	- 14.4	- 13.7	- 20.0	- 1.9	- 14.4
Garage & Filling Station	- 1.9	+ 2.7	- 4.4	- 1.0	- 26.8	(b)	+ 8.7	- 4.3
Men's Clothing.....	+ 62.2	+ 80.2	+ 45.2	+ 72.5	+ 20.1	+ 43.1	+ 61.2	+ 74.6
Family Clothing	+ 37.7	+ 63.0	+ 28.2	+ 37.9	+ 30.2	+ 16.3	+ 37.8	+ 65.1
Women's Clothing.....	+ 60.9	+ 65.3	+ 64.6	+ 62.2	+ 72.9	+ 33.5	+ 51.6	+ 61.0
Shoe.....	+ 50.0	+ 92.0	+ 58.4	+ 48.9	+ 12.3	(b)	+ 3.9	+ 52.3
Hardware	+ 25.2	+ 31.3	+ 8.9	+ 21.3	+ 36.8	+ 33.8	+ 26.5	+ 56.6
Lumber & Building Material....	- 18.2	- 24.8	- 34.8	+ 4.4	- 11.9	- 42.2	- 31.6	- 20.3
Furniture.....	+ 21.0	+ 54.8	+ 18.2	+ 21.6	(b)	(b)	+ 5.2	+ 24.1
Appliance and Radio.....	+ 24.8	(b)	(b)	+ 32.3	(b)	(b)	(b)	+ 35.4
Restaurant	- 2.7	+ 13.9	- 7.2	- 4.5	- 5.8	+ 3.6	- 0.5	+ 5.1
Fuel	+ 12.7	- 4.7	+ 25.3	+ 10.2	+ 45.3	+ 11.0	(b)	- 4.7
Drug.....	+ 45.6	+ 52.2	+ 38.5	+ 46.7	+ 45.5	+ 36.5	+ 61.2	+ 45.3
Jewellery	+143.2	(b)	+182.7	+114.9	(b)	(b)	(b)	+151.7
Tobacco.....	+ 18.3	(b)	+ 32.9	+ 9.7	(b)	(b)	(b)	+ 36.7
All Others.....	+ 17.8	+ 39.2	+ 5.4	+ 29.8	- 4.8	- 17.6	+ 7.2	+ 28.0

b) Not available

Department Store Sales and Stocks

December 1952 and December 1953

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	Dec. 1952	Dec. 1953	Change 1953/52	Nov. 30 1952	Nov. 30 1953	Change 1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	139,417	142,148	+ 2.0	229,809	256,519	+ 11.6
1. Women's and Misses' Dresses.....	3,175	3,156	- 0.6	4,727	4,420	- 6.5
2. Women's and Misses' Coats and Suits	1,627	1,819	+ 11.8	3,466	3,682	+ 6.3
3. Women's and Misses' Sportswear.....	3,631	3,740	+ 3.0	5,529	6,475	+ 17.0
4. Furs	2,466	2,228	- 9.7	4,789	5,628	+ 17.7
5. Girls' and Infants' Wear	6,699	7,157	+ 6.8	8,663	11,715	+ 35.0
6. Lingerie and Corsets	6,034	6,165	+ 2.2	9,140	9,862	+ 7.9
7. Aprons, Housedresses and Uniforms....	877	769	- 12.3	1,213	1,116	- 8.0
8. Millinery	900	1,006	+ 11.8	1,113	1,058	- 4.9
9. Hosiery and Apparel Accessories	7,821	7,989	+ 2.1	9,584	10,816	+ 12.8
10. Women's, Misses' and Children's Shoes	5,317	5,172	- 2.7	12,615	13,497	+ 7.0
Ladies' Apparel and Accessories.						
Total 1 - 10	38,547	39,201	+ 1.7	60,839	68,269	+ 12.2
11. Men's Clothing	4,022	3,804	- 5.4	7,810	9,509	+ 21.8
12. Men's Furnishings	11,021	11,188	+ 1.5	13,039	15,417	+ 18.3
13. Boys' Clothing and Furnishings	3,608	3,680	+ 2.0	6,009	7,406	+ 23.3
14. Men's and Boys' Shoes	2,836	2,602	- 8.3	5,158	5,524	+ 7.1
15. Food and Kindred Products.....	7,825	7,615	- 2.7	4,288	4,070	- 5.1
16. Toiletries, Cosmetics and Drugs	4,250	4,382	+ 3.1	6,606	6,770	+ 2.5
17. Photographic Equipment and Supplies..	715	772	+ 8.0	1,001	1,104	+ 10.3
18. Piece Goods	1,796	1,720	- 4.2	8,025	8,551	+ 6.5
19. Linens and Domestic	4,041	3,948	- 2.3	8,842	8,895	+ 0.6
20. Smallwares	2,618	2,682	+ 2.4	6,523	6,227	- 4.5
21. China and Glassware	2,587	2,790	+ 7.8	8,104	8,093	- 0.1
22. Home Furnishings	5,704	5,712	+ 0.1	18,458	20,677	+ 12.0
23. Furniture	5,149	5,151	(c)	11,927	13,580	+ 13.8
24. Major Appliances	2,855	3,244	+ 13.6	8,066	9,220	+ 14.3
25. Radio and Music	3,037	3,588	+ 18.1	4,421	5,927	+ 34.1
26. Hardware and Housewares	6,085	6,580	+ 8.1	12,865	14,611	+ 13.6
27. Jewellery	5,194	5,127	- 1.3	8,994	8,848	- 1.6
28. Sporting Goods and Luggage	12,172	12,858	+ 5.6	13,223	15,882	+ 20.1
29. Stationery, Books and Magazines.....	4,241	4,318	+ 1.8	5,567	5,565	(c)
30. All Other Departments	11,114	11,186	+ 0.6	10,044	12,374	+ 23.2

(c) Unchanged

January to December 1952 and January to December 1953

Department	SALES		
	Jan. to Dec. 1952	Jan. to Dec. 1953	Change 1953/1952
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	996,028	1,028,621	+ 3.3
1 Women's and Misses' Dresses.....	32,364	31,819	- 1.7
2 Women's and Misses' Coats and Suits	28,817	29,522	+ 2.4
3 Women's and Misses' Sportswear	25,849	27,031	+ 4.6
4 Furs.....	15,859	14,438	- 9.0
5 Girls' and Infants' Wear	50,215	52,917	+ 5.4
6 Lingerie and Corsets	39,196	40,333	+ 2.9
7 Aprons, Housedresses and Uniforms	7,419	7,010	- 5.5
8 Millinery	10,016	10,403	+ 3.9
9 Hosiery and Apparel Accessories.....	40,242	41,429	+ 2.9
10 Women's, Misses' and Children's Shoes	43,154	43,307	+ 0.4
Ladies' Apparel and Accessories.			
Total 1 - 10	293,131	298,209	+ 1.7
11 Men's Clothing.....	32,359	31,775	- 1.8
12 Men's Furnishings.....	49,538	49,242	- 0.6
13 Boys' Clothing and Furnishings	27,338	26,750	- 2.2
14 Men's and Boys' Shoes.....	17,427	16,660	- 4.4
15 Food and Kindred Products	66,498	61,393	- 7.7
16 Toiletries, Cosmetics and Drugs	24,494	25,648	+ 4.7
17 Photographic Equipment and Supplies	3,283	3,747	+ 14.1
18 Piece Goods.....	23,605	23,432	- 0.7
19 Linens and Domesticity	36,608	36,175	- 1.2
20 Smallwares	20,686	21,136	+ 2.2
21 China and Glassware	13,770	14,453	+ 5.0
22 Home Furnishings	59,902	63,436	+ 5.9
23 Furniture.....	60,011	65,049	+ 8.4
24 Major Appliances.....	38,388	42,702	+ 11.2
25 Radio and Music	16,114	21,271	+ 32.0
26 Hardware and Housewares	57,567	62,628	+ 8.8
27 Jewellery	20,448	20,814	+ 1.8
28 Sporting Goods and Luggage	39,215	43,416	+ 10.7
29 Stationery, Books and Magazines	16,981	18,043	+ 6.3
30 All Other Departments	78,665	82,642	+ 5.1

1953
(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	12,092,174	2,062,681	10,029,493	1,001,799
2	Grocery and Combination	2,126,536	770,953	1,355,584	206,177
3	Meat	169,636	6,829	162,809	(b)
4	General	532,642	36,431	496,211	107,027
5	Department	1,028,621	-	1,028,621	79,799
6	Variety	224,348	188,537	35,809	22,944
7	Motor Vehicle	2,274,584	23,515	2,251,068	169,277
8	Garage & Filling Station	542,413	3,279	539,134	41,766
9	Men's Clothing	203,601	25,058	178,545	12,988
10	Family Clothing	203,253	32,602	170,649	29,344
11	Women's Clothing	209,537	46,383	163,152	10,427
12	Shoe	118,274	42,875	75,399	8,311
13	Hardware	248,769	13,952	234,816	14,631
14	Lumber & Building Material	422,804	99,877	322,926	15,411
15	Furniture	183,905	44,801	139,103	10,699
16	Appliance & Radio	278,074	52,128	225,947	(b)
17	Restaurant	446,624	29,352	417,273	21,988
18	Fuel	219,918	4,460	215,460	15,866
19	Drug	275,171	34,852	240,321	18,199
20	Jewellery	119,418	37,547	81,870	7,177
21	Tobacco	94,381	16,776	77,604	(b)
22	All Others	2,169,665	552,474	1,617,192	187,665
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	674,860	87,552	587,308	817,227
24	Grocery & Combination	97,428	32,531	64,697	86,227
25	Meat	5,839	-	5,839	8,388
26	General	47,022	3,375	43,647	71,300
27	Department	97,448	-	97,448	59,627
28	Variety	5,746	5,477	269	8,111
29	Motor Vehicle	135,035	(a)	(a)	217,777
30	Garage & Filling Station	23,993	(a)	(a)	32,777
31	Men's Clothing	6,345	794	5,551	8,777
32	Family Clothing	8,268	(a)	(a)	9,000
33	Women's Clothing	6,129	1,849	4,270	8,666
34	Shoe	3,609	702	2,907	(b)
35	Hardware	13,494	(a)	(a)	28,000
36	Lumber & Building Material	42,956	11,424	31,532	51,111
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio	(b)	(b)	(b)	(b)
39	Restaurant	24,343	1,441	22,902	30,111
40	Fuel	7,483	-	7,483	6,111
41	Drug	17,238	(a)	(a)	16,666
42	Jewellery	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others	106,787	22,954	83,833	147,227

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any small differences between the totals and their components are due to the rounding of the figures.

1953

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
12,380	849,379	2,784,585	431,791	2,352,794	4,615,973	943,285	3,672,688	1
9,081	177,114	610,253	167,431	442,822	815,627	419,312	396,315	2
(b)	(b)	44,477	-	44,477	66,595	5,581	61,014	3
6,697	100,324	92,437	7,719	84,718	96,446	6,771	89,675	4
-	79,799	183,639	-	183,639	342,374	-	342,374	5
0,397	2,548	62,489	49,398	111,887	99,582	87,430	12,152	6
(a)	(a)	446,029	(a)	(a)	841,543	7,849	833,694	7
(a)	(a)	105,198	(a)	(a)	230,940	(a)	(a)	8
(a)	(a)	52,207	3,737	48,470	91,642	16,649	74,993	9
2,977	26,368	73,001	17,659	55,342	60,104	9,065	51,039	10
1,606	8,815	52,181	10,953	41,228	88,300	20,505	67,795	11
(a)	(a)	35,586	12,326	23,260	51,089	23,441	27,648	12
(a)	(a)	52,652	7,790	44,862	87,112	3,106	84,006	13
-	15,412	71,738	(a)	(a)	150,384	18,191	132,193	14
(a)	(a)	66,253	23,033	43,220	78,063	17,149	60,914	15
(b)	(b)	(b)	(b)	(b)	140,803	19,325	121,478	16
(a)	(a)	108,756	8,058	100,698	169,910	11,950	157,960	17
-	15,863	61,892	-	61,892	113,267	4,460	108,807	18
1,629	16,563	55,018	4,407	50,611	119,358	17,260	102,098	19
1,857	5,316	25,152	7,203	17,949	53,425	16,153	37,272	20
(a)	(a)	23,323	5,098	18,225	58,857	(a)	(a)	21
1,484	116,175	512,668	84,166	428,502	860,552	231,556	628,996	22
Saskatchewan		Alberta			British Columbia			
13,825	713,400	972,688	142,151	830,537	1,225,155	201,797	1,023,358	23
4,086	65,212	118,976	39,188	79,788	191,785	62,331	129,454	24
(a)	(a)	14,648	(a)	(a)	22,167	(a)	(a)	25
(a)	(a)	61,905	(a)	(a)	56,425	(a)	(a)	26
-	59,613	102,262	-	102,262	163,486	-	163,486	27
5,740	1,419	12,399	9,686	2,713	13,025	9,411	3,614	28
(a)	(a)	210,989	(a)	(a)	253,988	(a)	(a)	29
(a)	(a)	55,946	-	55,946	51,784	(a)	(a)	30
(a)	(a)	16,048	1,789	14,259	15,592	(a)	(a)	31
(a)	(a)	12,414	(a)	(a)	11,025	(a)	(a)	32
2,024	6,671	18,181	2,988	15,193	25,628	6,465	19,163	33
(a)	(a)	5,564	1,629	3,935	10,880	2,013	8,867	34
-	28,020	29,285	(a)	(a)	23,580	(a)	(a)	35
1,845	16,279	57,057	27,879	29,178	34,138	(a)	(a)	36
(b)	(b)	10,929	-	10,929	11,562	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	28,087	5,568	22,519	38
(a)	(a)	39,218	863	38,355	52,288	6,302	45,986	39
-	6,196	(b)	(b)	(b)	14,740	-	14,740	40
(a)	(a)	20,400	2,978	17,422	28,268	6,834	21,434	41
(a)	(a)	(b)	(b)	(b)	13,868	5,075	8,693	42
(a)	(a)	(b)	(a)	(a)	5,263	(a)	(a)	43
5,809	120,411	157,207	40,545	116,662	197,576	74,960	122,616	44

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	Total - All Trades							
January	839,398	69,998	184,540	335,715	48,511	46,416	66,603	87,624
February	803,608	65,425	179,248	319,038	44,882	44,292	65,008	85,719
March	931,476	78,118	221,929	355,976	48,844	54,149	74,335	98,133
April	1,045,145	84,991	244,131	388,929	58,079	81,411	83,694	103,918
May	1,097,855	93,134	261,233	410,472	61,400	77,762	86,770	107,094
June	1,058,384	89,909	245,788	403,638	57,940	70,457	84,519	106,139
July	1,045,269	86,424	235,252	395,774	59,115	73,248	85,705	109,753
August	1,014,084	84,415	230,959	369,745	54,869	83,746	85,309	105,042
September	996,740	81,140	229,581	374,579	55,510	76,122	81,080	98,730
October	1,088,379	86,521	249,962	415,085	64,255	77,012	89,412	106,139
November	1,001,648	80,417	235,596	383,052	58,497	65,749	79,674	98,664
December	1,170,188	101,267	266,366	463,970	62,957	66,860	90,579	118,200
ANNUAL TOTAL	12,092,174	1,001,759	2,784,585	4,615,973	674,860	817,225	972,688	1,225,155

Grocery and Combination Stores

January	170,770	17,248	47,211	66,908	7,749	6,019	9,624	16,012
February	156,454	16,347	44,991	59,694	6,948	5,653	8,500	14,322
March	163,095	16,221	45,956	62,860	7,518	6,007	9,022	15,511
April	170,693	16,686	49,027	64,733	7,816	7,019	9,448	15,964
May	185,736	17,799	54,467	70,881	8,629	7,171	10,241	16,550
June	180,303	17,151	53,242	68,080	8,347	7,261	9,950	16,271
July	184,950	17,750	54,910	69,392	8,316	8,036	10,004	16,543
August	179,361	17,507	49,897	69,949	8,443	7,876	9,966	15,724
September	175,278	16,946	50,681	66,820	8,147	7,575	10,017	15,092
October	191,720	17,586	55,151	73,368	9,021	8,408	11,100	17,087
November	169,047	15,779	47,874	65,932	7,668	7,138	9,610	15,046
December	199,129	19,155	56,846	77,010	8,826	8,135	11,494	17,663
ANNUAL TOTAL	2,126,536	206,175	610,253	815,627	97,428	86,298	118,976	191,785

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Meat Stores								
January	13,648	616	3,311	5,828	(b)	512	1,110	1,901
February	12,424		3,281	5,022	373	519	933	1,689
March	12,578		3,363	4,961	355	526	1,156	1,674
April	13,691		3,885	5,232	458	654	1,105	1,704
May	14,441		3,871	5,716	515	692	1,225	1,786
June	14,415		3,721	5,654	529	767	1,070	1,952
July	14,402		4,113	5,387	537	731	1,198	1,818
August	13,836		3,740	5,034	537	786	1,348	1,766
September	13,883		3,556	5,349	574	770	1,271	1,763
October	15,898		3,944	6,297	635	923	1,505	2,006
November	13,287		3,364	5,150	458	777	1,191	1,755
December	17,133		4,328	6,965	499	731	1,536	2,353
ANNUAL TOTAL	169,636	7,526	44,477	66,595	5,839	8,388	14,648	22,167
General Stores								
January	36,638	7,829	5,920	6,699	3,153	4,754	4,375	3,909
February	33,402	6,750	5,724	6,125	2,965	4,013	4,079	3,747
March	38,017	8,136	6,767	6,587	3,228	4,698	4,264	4,338
April	41,825	8,696	7,543	7,175	3,758	5,470	5,067	4,116
May	48,239	10,614	8,731	8,592	4,233	6,132	5,383	4,553
June	46,677	9,666	8,465	8,868	3,856	6,142	5,094	4,588
July	49,576	9,857	8,136	9,768	4,083	6,433	5,278	5,921
August	49,191	9,321	7,931	9,773	4,492	6,798	5,224	5,652
September	46,094	8,938	7,846	8,127	4,142	6,637	5,605	4,799
October	47,619	9,184	8,213	8,051	4,349	7,145	6,026	4,652
November	43,778	8,443	8,160	7,475	3,864	5,898	5,041	4,898
December	51,586	9,587	9,001	9,206	4,899	7,272	6,369	5,252
ANNUAL TOTAL	532,642	107,021	92,437	96,446	47,022	71,392	61,905	56,425

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Department Stores								
January	65,361	4,245	11,342	21,534	6,662	3,913	7,083	10,582
February	62,939	4,443	10,611	21,097	6,121	3,423	6,576	10,468
March	78,547	5,803	14,754	25,980	7,375	4,548	7,870	12,217
April	80,096	6,565	14,407	26,024	8,009	5,078	7,907	12,106
May	86,004	7,052	15,684	28,752	7,940	4,961	8,330	13,285
June	79,757	6,332	14,580	26,664	7,490	4,518	7,716	12,457
July	66,168	5,003	10,624	21,393	6,941	3,545	6,970	11,692
August	70,439	5,817	12,033	21,853	6,394	4,085	7,370	12,887
September	87,246	6,450	16,219	30,088	7,846	4,693	8,291	13,659
October	97,267	7,403	17,596	31,544	9,285	6,068	9,927	15,444
November	112,649	8,936	19,377	39,033	10,935	6,757	10,945	16,666
December	142,148	11,750	26,212	48,412	12,450	8,024	13,277	22,023
ANNUAL TOTAL	1,028,621	79,799	183,639	342,374	97,448	59,613	102,262	163,486
Variety Stores								
January	12,448	1,128	3,568	5,604	307	455	671	715
February	12,412	1,169	3,377	5,610	312	480	704	760
March	14,788	1,422	4,182	6,582	369	529	826	877
April	17,314	1,697	5,068	7,515	458	643	966	969
May	18,664	1,902	5,743	8,069	469	602	869	1,011
June	18,172	1,830	5,523	7,834	439	621	952	972
July	17,695	1,811	4,887	7,836	448	623	1,024	1,064
August	16,620	1,741	4,876	7,085	389	619	883	1,027
September	17,310	1,805	4,944	7,688	420	570	896	987
October	19,618	1,982	5,486	8,772	512	710	1,082	1,073
November	19,443	1,966	4,989	8,862	542	805	1,180	1,098
December	39,864	4,492	9,846	18,125	1,081	1,502	2,346	2,472
ANNUAL TOTAL	224,348	22,945	62,489	99,582	5,746	8,159	12,399	13,025

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Motor Vehicle Dealers								
January	140,416	9,301	22,210	57,423	10,092	11,505	12,626	17,260
February	161,117	10,975	25,787	65,807	11,110	12,181	14,943	20,312
March	213,075	17,228	45,583	80,533	10,852	16,386	18,973	23,521
April	256,384	19,225	55,202	92,752	13,734	27,679	22,087	25,705
May	242,440	20,113	50,942	87,786	13,790	23,099	21,750	24,960
June	229,841	17,342	45,927	85,185	12,141	21,509	22,362	25,377
July	221,894	15,029	45,489	81,413	13,464	19,594	20,999	25,907
August	181,816	14,203	35,150	61,369	10,154	21,612	17,662	21,666
September	160,408	12,240	30,376	56,475	8,170	20,177	15,798	17,172
October	182,332	12,064	34,169	68,942	13,118	17,314	16,805	19,921
November	155,006	11,563	31,827	55,954	9,883	14,816	13,619	17,344
December	129,855	9,995	23,367	47,904	8,527	11,853	13,365	14,843
ANNUAL TOTAL	2,274,584	169,278	446,029	841,543	135,035	217,725	210,989	253,988

Garages and Filling Stations

January	37,336	3,073	7,015	16,660	1,547	1,296	4,057	3,689
February	34,248	2,243	6,681	15,082	1,092	1,534	4,424	3,193
March	38,620	3,119	7,041	16,966	1,449	(b)	4,379	3,876
April	44,886	3,023	9,217	19,061	2,095	(b)	4,938	4,213
May	48,549	3,286	9,869	21,563	2,062	2,821	4,623	4,325
June	49,619	3,751	10,270	21,614	2,348	2,439	4,535	4,663
July	55,144	4,201	10,580	22,679	2,285	4,224	5,654	5,522
August	53,321	4,045	8,406	21,129	2,716	(b)	6,662	4,940
September	47,462	4,468	9,187	19,288	2,217	3,745	3,993	4,564
October	49,611	3,869	9,364	20,963	2,414	3,383	5,123	4,496
November	42,203	3,300	8,980	18,055	2,176	(b)	3,621	4,236
December	41,414	3,388	8,588	17,880	1,592	1,964	3,937	4,067
ANNUAL TOTAL	542,413	41,766	105,198	230,940	23,993	32,792	55,946	51,784

(b) Not available.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

10

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Men's Clothing Stores								
January	14,387	904	4,097	5,824	496	747	1,198	1,121
February	11,633	724	3,117	5,002	316	461	1,071	941
March	15,355	829	4,729	6,712	377	625	963	1,121
April	16,242	1,050	4,624	7,016	409	751	1,266	1,127
May	18,430	1,306	5,132	8,133	454	764	1,358	1,283
June	17,410	1,272	4,620	7,817	437	650	1,223	1,391
July	14,428	999	3,597	6,234	638	500	1,122	1,337
August	12,184	860	2,788	5,189	572	497	1,074	1,203
September	14,230	954	3,322	6,518	464	562	1,144	1,267
October	18,399	1,126	4,608	8,223	575	984	1,538	1,346
November	19,416	1,055	4,719	9,164	730	925	1,566	1,258
December	31,487	1,901	6,854	15,810	877	1,324	2,525	2,197
ANNUAL TOTAL	203,601	12,980	52,207	91,642	6,345	8,790	16,048	15,592
Family Clothing Stores								
January	14,014	1,978	4,607	4,259	617	755	865	933
February	10,597	1,440	3,837	3,259	366	479	689	527
March	15,452	2,060	6,201	4,817	495	513	804	562
April	16,599	2,305	6,277	4,550	697	811	895	1,065
May	18,055	2,541	6,754	5,154	715	790	1,112	989
June	17,630	2,641	6,774	4,826	713	756	1,021	898
July	15,583	2,240	5,708	4,397	622	705	956	955
August	13,614	2,164	4,671	3,699	611	552	902	1,014
September	15,729	2,159	5,381	5,065	614	596	1,020	894
October	19,847	2,786	7,278	5,644	843	1,085	1,308	903
November	19,404	2,673	6,799	6,068	858	950	1,195	862
December	26,729	4,358	8,714	8,366	1,117	1,105	1,647	1,423
ANNUAL TOTAL	203,253	29,345	73,001	60,104	8,268	9,097	12,414	11,025

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Women's Clothing Stores								
January	14,280	653	3,128	6,303	438	758	1,098	1,901
February	12,416	646	3,558	5,002	371	526	854	1,458
March	16,876	738	4,574	7,293	463	597	1,085	2,126
April	17,805	853	4,943	7,113	641	811	1,375	2,069
May	19,063	927	4,932	7,680	587	722	1,684	2,531
June	18,125	813	5,445	7,258	561	672	1,447	1,928
July	16,601	838	3,869	7,138	(b)	576	1,676	2,125
August	14,008	838	3,108	6,056	300	582	1,218	1,906
September	16,181	807	3,779	7,102	582	652	1,303	1,956
October	19,844	833	4,130	8,270	680	1,106	2,491	2,333
November	16,997	933	4,049	7,279	413	725	1,570	2,029
December	27,341	1,542	6,666	11,806	714	968	2,380	3,266
ANNUAL TOTAL	209,537	10,421	52,181	88,300	6,129	8,695	18,181	25,628
Shoe Stores								
January	7,322	495	1,833	3,409	217		373	800
February	6,475	440	2,050	2,745	157		273	639
March	8,194	668	2,566	3,369	240		383	764
April	10,647	794	3,566	4,246	343		530	884
May	11,631	769	3,861	4,682	382		571	1,035
June	11,379	847	3,665	4,777	380		518	923
July	9,302	669	2,519	4,057	326		482	990
August	8,715	567	2,554	3,744	249		432	941
September	9,845	756	2,785	4,340	308		417	960
October	10,112	668	2,841	4,460	(b)		531	900
November	9,862	562	2,843	4,524	301		517	810
December	14,790	1,079	4,503	6,736	338		537	1,234
ANNUAL TOTAL	118,274	8,314	35,586	51,089	3,609	3,236	5,564	10,880

(b) Not available.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Hardware Stores								
January	14,584	832	2,952	5,401	760	1,525	1,844	1,270
February	12,782	702	2,503	4,858	695	1,232	1,372	1,421
March	15,633	856	3,311	5,885	692	1,434	1,867	(b)
April	19,808	1,133	3,973	7,033	978	2,720	2,126	1,845
May	24,674	1,406	5,621	9,269	1,182	2,309	2,664	2,225
June	23,776	1,377	5,521	8,729	1,220	2,243	2,492	2,194
July	22,768	1,357	4,853	7,864	1,325	2,708	2,420	2,241
August	22,211	1,272	4,589	7,223	1,193	3,305	2,750	1,879
September	21,805	1,413	4,817	6,772	1,233	2,331	2,981	2,257
October	23,491	1,365	5,130	7,959	1,393	2,561	2,953	2,131
November	20,978	1,261	4,492	7,283	1,192	2,417	2,568	1,765
December	26,259	1,656	4,890	8,836	1,631	3,235	3,248	2,764
ANNUAL TOTAL	248,769	14,630	52,652	87,112	13,494	28,020	29,285	23,580

Lumber and Building Material Dealers

January	22,712	935	3,221	8,559	2,495	2,370	3,105	2,027
February	22,432	987	3,819	8,063	1,882	2,115	3,449	2,117
March	24,323	1,025	4,715	8,409	1,960	2,004	3,559	2,652
April	30,234	1,105	5,613	10,961	2,647	3,265	3,273	2,871
May	37,102	1,343	6,890	13,614	4,049	4,082	4,773	2,851
June	40,804	1,474	7,630	13,875	4,449	4,700	5,530	3,146
July	42,762	1,432	7,392	15,148	4,788	5,167	5,751	3,085
August	42,888	1,740	7,114	14,108	4,418	6,526	5,991	2,991
September	44,194	1,517	7,783	14,741	4,523	6,045	6,121	3,464
October	44,889	1,566	7,499	15,568	4,703	6,019	6,070	3,465
November	38,755	1,306	6,089	13,374	3,743	5,596	5,603	3,044
December	31,709	982	3,973	13,964	3,299	3,235	3,832	2,425
ANNUAL TOTAL	422,804	15,412	71,738	150,384	42,956	51,124	57,057	34,138

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Furniture Stores								
January	12,812	715	3,879	6,153			910	711
February	11,618	476	3,619	5,381			846	756
March	14,122	614	4,996	6,130		NOT AVAILABLE	931	898
April	15,482	978	5,563	6,442			897	925
May	17,056	1,058	6,937	6,685			919	1,010
June	16,795	(b)	(b)	6,918			783	996
July	14,905	(b)	(b)	6,402			727	1,033
August	14,756	(b)	(b)	6,750			880	1,126
September	15,256	894	6,166	6,057			854	939
October	16,718	1,005	5,848	7,035			1,105	1,039
November	15,559	975	5,679	6,366			1,012	950
December	18,826	1,509	6,715	7,744			1,065	1,179
ANNUAL TOTAL	183,905	10,694	66,253	78,063	3,549	2,855	10,929	11,562
Appliance and Radio Stores								
January	22,363	(b)	3,047	12,283	(b)			2,215
February	21,132	(b)	3,495	11,507	(b)			2,154
March	23,637	931	(b)	11,833	(b)			2,178
April	22,056	(b)	(b)	10,084	(b)			(b)
May	24,050	1,022	(b)	11,183	1,050			2,271
June	21,135	(b)	(b)	10,534	1,019			2,206
July	21,504	1,126	3,666	10,878	(b)			2,435
August	18,132	(b)	(b)	9,084	(b)			1,972
September	21,915	(b)	(b)	10,286	(b)			(b)
October	25,158	(b)	(b)	12,950	(b)			2,332
November	25,347	(b)	(b)	12,992	(b)			2,373
December	31,645	(b)	4,888	17,189	(b)			3,213
ANNUAL TOTAL	278,074	12,357	49,636	140,803	14,498	14,050	18,648	28,087

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Restaurants								
January	32,869	1,599	8,046	12,507	1,844	2,150	2,759	3,964
February	30,797	1,581	7,644	11,771	1,674	2,074	2,521	3,532
March	32,394	1,879	7,489	12,274	1,917	2,132	2,717	3,986
April	35,969	(b)	8,404	13,527	2,102	2,472	2,956	4,685
May	37,574	1,939	8,447	14,389	2,330	2,393	3,916	4,159
June	37,049	1,940	8,621	14,348	1,976	2,470	3,429	4,266
July	41,895	2,173	9,070	16,475	2,193	2,790	4,252	4,943
August	43,524	2,364	9,704	16,748	1,837	3,023	3,933	5,915
September	40,370	1,815	9,481	15,704	2,199	2,662	3,647	4,862
October	41,814	1,668	11,683	15,919	2,345	2,775	3,103	4,321
November	36,683	1,498	10,459	13,423	2,022	2,547	3,000	3,733
December	35,686	1,706	9,708	12,825	1,904	2,638	2,985	3,922
ANNUAL TOTAL	446,624	21,986	108,756	169,910	24,343	30,126	39,218	52,288
Fuel								
January	25,524	1,875	7,916	11,815	1,183	814	1,828	1,828
February	21,095	1,749	6,788	9,904	682	621	1,301	1,301
March	19,362	1,660	6,008	9,254	687	560	1,157	1,157
April	12,673	965	3,436	6,497	372	370	1,013	1,013
May	10,811	928	2,774	5,747	380	285	670	670
June	12,784	814	3,265	7,248	383	231	823	823
July	13,613	752	3,611	7,817	349	382	679	679
August	14,699	882	3,711	8,620	350	403	725	725
September	20,983	1,294	5,577	11,640	714	508	1,227	1,227
October	22,883	1,624	6,358	11,772	722	665	1,686	1,686
November	21,388	1,700	5,525	10,919	677	643	1,859	1,859
December	24,103	1,620	6,923	12,034	984	714	1,772	1,772
ANNUAL TOTAL	219,918	15,863	61,892	113,267	7,483	6,196	(b)	14,740

(b) Not available

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Drug Stores								
January	22,639	1,501	4,833	9,696	1,360	1,231	1,683	2,336
February	21,418	1,367	4,630	8,988	1,563	1,168	1,539	2,164
March	21,914	1,459	4,679	9,188	1,311	1,333	1,635	2,309
April	21,990	1,491	4,507	9,333	1,351	1,369	1,605	2,334
May	22,183	1,421	4,635	9,554	1,426	1,277	1,629	2,242
June	22,123	1,470	4,436	9,806	1,344	1,264	1,569	2,235
July	21,130	1,463	4,169	8,908	1,362	1,294	1,631	2,303
August	22,715	1,514	4,291	9,951	1,552	1,471	1,592	2,344
September	22,190	1,412	3,984	10,173	1,378	1,368	1,621	2,254
October	24,267	1,634	4,654	10,722	1,454	1,585	1,847	2,371
November	21,420	1,372	4,276	9,339	1,278	1,412	1,550	2,192
December	31,182	2,088	5,924	13,700	1,859	1,927	2,499	3,184
ANNUAL TOTAL	275,171	18,192	55,018	119,358	17,238	16,699	20,400	28,268
Jewellery Stores								
January	7,081	351	1,498	3,167	372	NOT AVAILABLE		
February	6,764	356	1,479	3,164	NOT AVAILABLE			845
March	7,290	414	1,695	3,236	NOT AVAILABLE			740
April	7,892	432	2,056	3,258	NOT AVAILABLE			822
May	8,619	530	1,781	3,996	NOT AVAILABLE			878
June	8,973	554	1,859	3,874	NOT AVAILABLE			933
July	9,010	525	(b)	3,648	NOT AVAILABLE			1,069
August	9,061	608	1,852	4,201	NOT AVAILABLE			1,098
September	8,724	548	1,739	3,959	NOT AVAILABLE			1,139
October	10,110	544	1,932	4,819	NOT AVAILABLE			1,041
November	10,458	581	1,818	5,113	NOT AVAILABLE			1,079
December	25,436	(b)	5,140	10,990	NOT AVAILABLE			1,201
ANNUAL TOTAL	119,418	7,173	25,152	53,425	6,364	5,615	7,829	3,023
ANNUAL TOTAL	119,418	7,173	25,152	53,425	6,364	5,615	7,829	13,868

(b) Not available

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1953

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Tobacco Stores								
January	7,869		1,734	(b)				440
February	7,326		1,769	4,607		84		427
March	6,398		1,561	3,854				436
April	7,160		1,770	4,380				432
May	7,737		1,752	4,974				419
June	8,644		2,087	5,496				439
July	7,698		2,441	4,287				442
August	7,236		1,754	4,454				(b)
September	7,917		2,175	4,788				424
October	8,131		1,914	5,254				(b)
November	8,366		1,875	5,555				392
December	9,899		2,491	6,093				536
ANNUAL TOTAL	94,381	2,223	23,323	58,857	1,286	1,135	2,301	5,263
All Other Trades								
January	144,325	13,475	33,172	60,568	6,824	6,164	10,958	13,165
February	134,127	11,546	30,288	56,350	6,323	6,180	10,390	13,051
March	151,806	12,307	36,792	59,253	7,523	8,677	11,735	15,520
April	185,699	14,497	40,985	71,997	10,135	17,413	14,133	16,538
May	196,797	16,351	46,889	74,053	10,421	17,256	13,822	18,006
June	182,973	17,494	40,134	74,233	9,441	11,471	12,855	17,345
July	184,241	17,531	37,995	74,653	9,236	13,764	13,442	17,620
August	205,757	16,569	54,755	73,726	8,948	18,295	15,696	17,769
September	189,720	15,094	44,825	73,599	9,863	15,312	14,139	16,886
October	198,651	17,807	47,838	78,553	9,546	13,826	13,948	17,134
November	181,602	14,630	48,206	71,192	9,490	10,342	12,590	15,153
December	213,967	20,358	50,789	92,375	9,037	8,520	13,499	19,389
ANNUAL TOTAL	2,169,665	187,659	512,668	860,552	106,787	147,220	157,207	197,576

(b) Not available

Due to the rounding of the figures

63-005



CANADA

RETAIL TRADE

JANUARY, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
9-3-54

Price \$2.00 per year

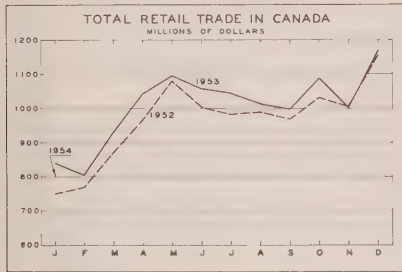
Vol. XXVI—No. 1

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

RETAIL TRADE

Canada's retail trade during January totalled \$805,838,000, a decline of 4.0% from a year earlier. Although lower sales were experienced right across the country, the extent of the drop varied from 0.8% in Ontario to 10.2% in Alberta. In the Atlantic Provinces, sales fell by 5.1%, Quebec, 3.1%; Manitoba, 6.6%; Saskatchewan, 7.6% and British Columbia, 9.0%.

Only 5 of the 20 trades for which estimates are made reported higher sales during January. Grocery and combination stores' and meat stores' sales were up 2.2% and 2.4% respectively, garages and filling stations had an increase of 5.4%, while fuel dealers' volume was up 15.3%, reflecting weather conditions during the month. The fifth increase was the only one reported by any of the durable goods trades. Appliance and radio dealers' sales were up 3.5% over January 1953. It is probably significant that all of this increase occurred in Ontario, where a television boom has been in progress for some months.



The most pronounced declines were those of motor vehicle dealers, (17.3%) and furniture stores (13.6%). Significant drops were also indicated by family clothing stores, 8.2%; and jewellery stores and lumber and building material dealers, both 7.8%.

Department store sales during January totalled \$62,897,000, a decline of 4.5% from the volume of a year earlier. Merchandise inventory held by these stores at December 31, 1953 had a selling value of \$205,283,000 an increase of 10.3% over the value at December 31, 1952.

Percentage Changes in Selected Retail Trades

January 1954 over January 1953

Chains and Independents

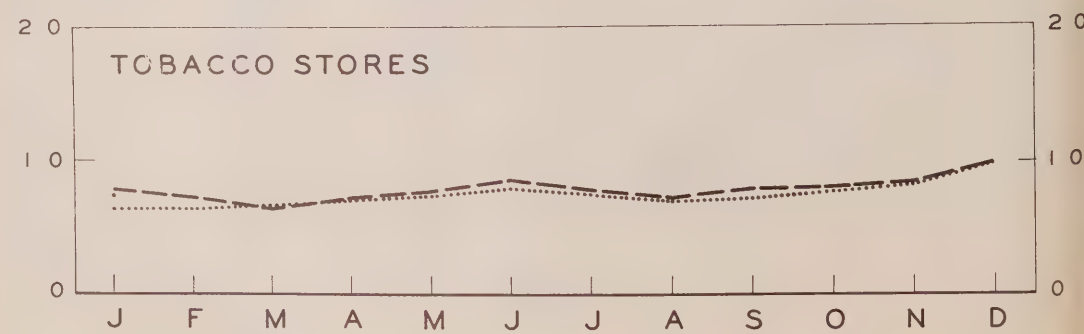
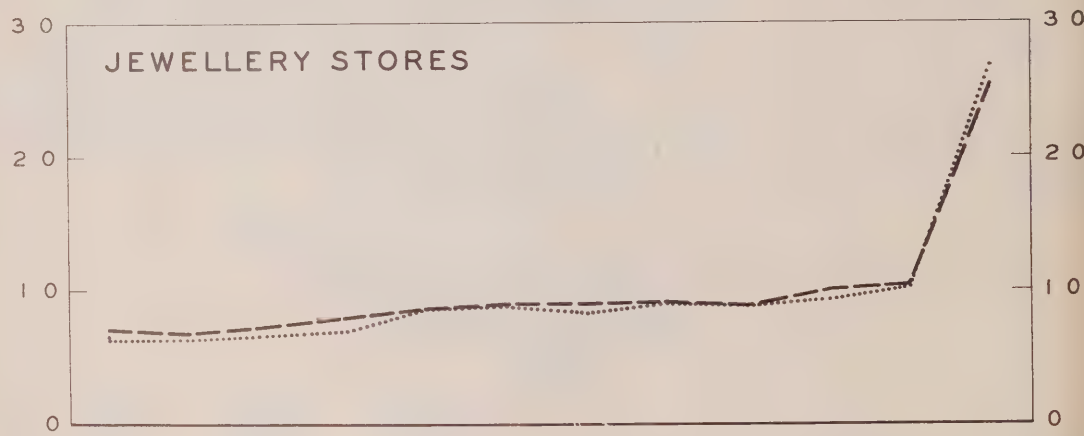
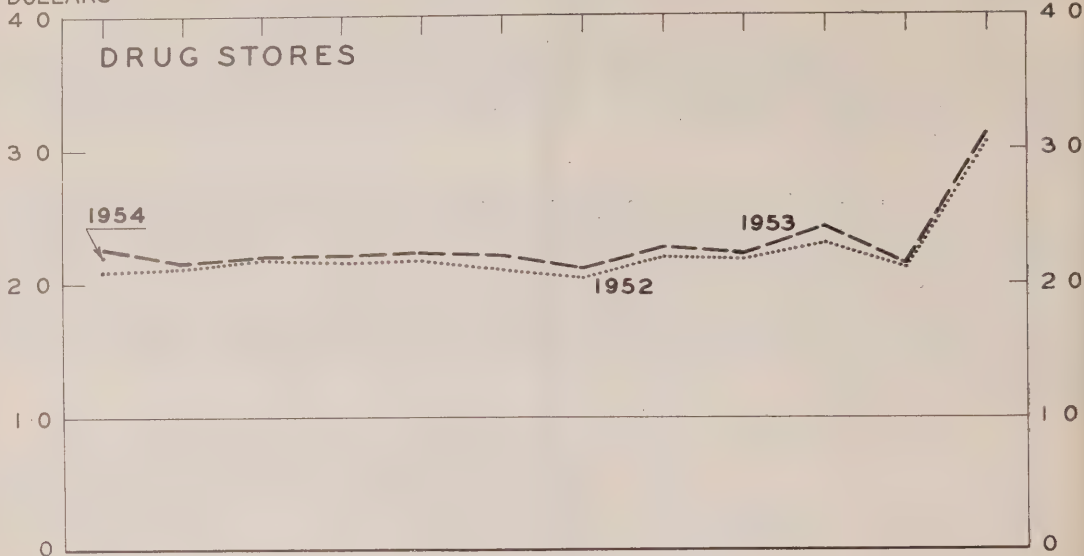
Canada

	All Stores	Chains	Independents
Grocery and Combination	+ 2.2	+ 9.5	- 2.1
Family Clothing	- 8.2	- 2.2	- 9.4
Women's Clothing	- 6.8	+ 0.7	- 8.8
Shoe	- 5.2	- 6.6	- 4.5
Lumber and Building Material	- 7.8	- 5.5	- 8.4
Furniture	- 13.6	- 29.0	- 8.6
Appliance and Radio	+ 3.5	- 9.8	+ 6.4
Restaurant	- 5.5	- 7.7	- 5.3
Drug	- 2.7	- 1.0	- 3.0
Jewellery	- 7.8	- 7.3	- 8.0

MONTHLY SALES DRUG-JEWELLERY-TOBACCO STORES

MILLION
DOLLARS
4 0

MILLION
DOLLARS
4 0



Estimated Retail Trade — By Provinces and Kinds of Business

January 1954

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	805,838	66,403	178,744	332,929	45,303	42,877	59,841	79,746
Grocery & Combination.....	174,591	16,771	48,504	70,034	7,568	6,482	9,545	15,688
Meat.....	13,975	(b)	3,569	6,014	401	575	1,120	1,767
General.....	35,649	7,459	5,683	6,478	3,178	4,635	4,288	3,928
Department	62,897	4,207	11,025	20,995	6,196	3,666	6,842	9,966
Variety	11,827	1,002	3,357	5,498	286	408	610	666
Motor Vehicle.....	116,186	8,036	17,191	51,106	8,628	8,732	9,962	12,531
Garage & Filling Station	39,346	3,224	7,642	17,526	1,688	1,423	4,272	3,572
Men's Clothing	13,651	843	3,666	5,746	476	716	1,117	1,087
Family Clothing	12,867	1,738	4,338	3,920	592	607	817	856
Women's Clothing.....	13,308	676	2,939	6,228	368	613	886	1,599
Shoe.....	6,940	460	1,739	3,245	212	(b)	352	771
Hardware	14,074	756	2,721	5,558	667	1,412	1,752	1,208
Lumber & Building Material.....	20,934	620	2,493	8,579	2,692	2,243	2,534	1,773
Furniture	11,064	(b)	3,227	5,292	(b)	(b)	683	640
Appliance & Radio	23,151	(b)	(b)	14,395	(b)	(b)	(b)	1,790
Restaurant	31,069	1,503	7,404	12,444	1,566	2,181	2,308	3,663
Liquor	29,427	1,685	9,626	13,646	1,232	990	(b)	2,171
Drug	22,019	1,403	4,710	9,596	1,286	1,256	1,576	2,192
Jewellery	6,529	329	1,202	3,153	(b)	(b)	(b)	784
Tobacco.....	7,448	(b)	1,792	4,736	(b)	(b)	(b)	404
All Others	138,880	13,390	32,901	58,740	6,051	5,845	9,230	12,690

(b) Not available

January 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	805,838	152,321	653,517	66,403
2	Grocery and Combination.....	174,591	69,320	105,272	16,771
3	Meat.....	13,975	656	13,319	(b)
4	General.....	35,649	2,385	33,264	7,459
5	Department.....	62,897	-	62,897	4,207
6	Variety.....	11,827	9,939	1,888	1,002
7	Motor Vehicle.....	116,186	1,181	115,006	8,036
8	Garage & Filling Station.....	39,346	290	39,056	3,224
9	Men's Clothing.....	13,651	1,588	12,063	843
10	Family Clothing.....	12,867	2,316	10,552	1,738
11	Women's Clothing.....	13,308	3,054	10,253	676
12	Shoe.....	6,940	2,297	4,643	460
13	Hardware.....	14,074	848	13,227	756
14	Lumber & Building Material.....	20,934	4,512	16,422	620
15	Furniture.....	11,064	2,241	8,823	(b)
16	Appliance & Radio.....	23,151	3,542	19,609	(b)
17	Restaurant.....	31,069	2,182	28,887	1,503
18	Fuel.....	29,427	537	28,890	1,685
19	Drug.....	22,019	2,795	19,224	1,403
20	Jewellery.....	6,529	1,911	4,618	329
21	Tobacco.....	7,448	1,180	6,269	(b)
22	All Others.....	138,886	39,547	99,335	13,390
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	45,303	6,106	39,197	42,877
24	Grocery & Combination.....	7,568	2,715	4,853	6,482
25	Meat.....	401	-	401	575
26	General.....	3,178	225	2,953	4,635
27	Department.....	6,196	-	6,196	3,666
28	Variety.....	286	273	13	408
29	Motor Vehicle.....	8,628	(a)	(a)	8,732
30	Garage & Filling Station.....	1,688	(a)	(a)	1,423
31	Men's Clothing.....	476	42	434	716
32	Family Clothing.....	592	(a)	(a)	607
33	Women's Clothing.....	368	110	258	613
34	Shoe.....	212	43	169	(b)
35	Hardware.....	667	(a)	(a)	1,412
36	Lumber & Building Material.....	2,692	540	2,152	2,243
37	Furniture.....	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	1,566	104	1,462	2,181
40	Fuel.....	1,232	-	1,232	990
41	Drug.....	1,286	(a)	(a)	1,256
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	6,091	1,561	4,530	5,845

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

January 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
10,704	55,699	178,744	30,949	147,795	332,929	74,557	258,372	1
2,646	14,125	48,504	14,981	33,523	70,034	38,702	31,332	2
(b)	(b)	3,569	-	3,569	6,014	512	5,502	3
409	7,650	5,683	476	5,207	6,478	456	6,022	4
-	4,207	11,025	-	11,025	20,995	-	20,995	5
891	111	3,357	2,654	703	5,498	4,827	671	6
(a)	(a)	17,191	(a)	(a)	51,106	485	50,622	7
(a)	(a)	7,642	(a)	(a)	17,526	(a)	(a)	8
(a)	(a)	3,666	235	3,431	5,746	1,096	4,650	9
249	1,489	4,338	1,108	3,230	3,920	714	3,206	10
98	578	2,939	719	2,219	6,228	1,425	4,802	11
(a)	(a)	1,739	594	1,145	3,245	1,257	1,988	12
(a)	(a)	2,721	486	2,235	5,558	217	5,341	13
-	620	2,493	(a)	(a)	8,579	1,061	7,518	14
(a)	(a)	3,227	863	2,364	5,292	1,006	4,286	15
(b)	(b)	(b)	(b)	(b)	14,395	1,401	12,994	16
(a)	(a)	7,404	624	6,780	12,444	901	11,543	17
-	1,685	9,626	-	9,626	13,646	537	13,109	18
131	1,272	4,710	383	4,327	9,596	1,367	8,229	19
79	256	1,202	391	811	3,153	857	2,296	20
(a)	(a)	1,792	349	1,443	4,736	(a)	(a)	21
5,092	8,298	32,901	5,864	27,036	58,740	17,191	41,549	22
Saskatchewan			Alberta			British Columbia		
5,888	36,989	59,841	9,492	50,349	79,746	14,630	65,116	23
1,694	4,788	9,545	3,237	6,309	15,688	5,345	10,343	24
(a)	(a)	1,120	(a)	(a)	1,767	(a)	(a)	25
(a)	(a)	4,288	(a)	(a)	3,928	(a)	(a)	26
-	3,666	6,842	-	6,842	9,966	-	9,966	27
337	71	610	477	134	666	481	185	28
(a)	(a)	9,962	(a)	(a)	12,531	(a)	(a)	29
-	1,423	4,272	-	4,272	3,572	(a)	(a)	30
(a)	(a)	1,117	104	1,014	1,087	(a)	(a)	31
(a)	(a)	817	(a)	(a)	856	(a)	(a)	32
125	488	886	203	684	1,599	374	1,225	33
(a)	(a)	352	102	250	771	157	614	34
-	1,412	1,752	(a)	(a)	1,208	(a)	(a)	35
1,362	881	2,534	1,248	1,286	1,773	(a)	(a)	36
(b)	(b)	683	-	683	640	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	1,790	332	1,458	38
(a)	(a)	2,308	63	2,245	3,663	432	3,231	39
-	990	(b)	(b)	(b)	2,171	-	2,171	40
(a)	(a)	1,576	252	1,324	2,192	533	1,660	41
(a)	(a)	(b)	(b)	(b)	784	227	557	42
(a)	(a)	(b)	(a)	(a)	404	(a)	(a)	43
1,595	4,250	9,230	2,890	6,339	12,690	5,353	7,337	44

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January 1954 Over January 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 4.0	- 5.1	- 3.1	- 0.8	- 6.6	- 7.6	- 10.2	- 9.0
Grocery & Combination.....	+ 2.2	- 2.8	+ 2.7	+ 4.7	- 2.3	+ 7.7	- 0.8	- 2.0
Meat.....	+ 2.4	(b)	+ 7.8	+ 3.2	+ 8.7	+ 12.3	+ 0.9	- 7.0
General.....	- 2.7	- 4.7	- 4.0	- 3.3	+ 0.8	- 2.5	- 2.0	+ 0.5
Department.....	- 4.5	- 8.2	- 2.8	- 2.5	- 7.0	- 6.3	- 3.4	- 7.0
Variety.....	- 5.0	- 11.2	- 5.9	- 1.9	- 6.8	- 10.3	- 9.1	- 6.9
Motor Vehicle.....	- 17.3	- 13.6	- 22.6	- 11.0	- 14.5	- 24.1	- 21.1	- 27.4
Garage & Filling Station.....	+ 5.4	+ 4.9	+ 8.9	+ 5.2	+ 9.1	+ 9.8	+ 5.3	- 3.2
Men's Clothing.....	- 5.1	- 6.7	- 10.5	- 1.3	- 4.0	- 4.1	- 6.8	- 3.0
Family Clothing.....	- 8.2	- 12.1	- 5.8	- 8.0	- 4.1	- 19.6	- 5.5	- 8.3
Women's Clothing.....	- 6.8	+ 3.5	- 6.0	- 1.2	- 16.0	- 19.1	- 19.3	- 15.9
Shoe.....	- 5.2	- 7.1	- 5.1	- 4.8	- 2.3	(b)	- 5.6	- 3.6
Hardware.....	- 3.5	- 9.1	- 7.8	+ 2.9	- 12.2	- 7.4	- 5.0	- 4.9
Lumber & Building Material.....	- 7.8	- 33.7	- 22.6	+ 0.2	+ 7.9	- 5.4	- 18.4	- 12.5
Furniture.....	- 13.6	(b)	- 16.8	- 14.0	(b)	(b)	- 24.9	- 10.0
Appliance and Radio.....	+ 3.5	(b)	(b)	+ 17.2	(b)	(b)	(b)	- 19.2
Restaurant.....	- 5.5	- 6.0	- 8.0	- 0.5	- 15.1	+ 1.4	- 16.3	- 7.6
Fuel.....	+ 15.3	- 10.1	+ 21.6	+ 15.5	+ 4.1	+ 21.6	(b)	+ 18.8
Drug.....	- 2.7	- 6.5	- 2.5	- 1.0	- 5.4	+ 2.0	- 6.4	- 6.2
Jewellery.....	- 7.8	- 6.3	- 19.8	- 0.4	(b)	(b)	(b)	- 7.2
Tobacco.....	- 5.4	(b)	+ 3.3	- 7.4	(b)	(b)	(b)	- 8.2
All Others.....	- 3.8	- 0.6	- 0.8	- 3.0	- 10.7	- 5.2	- 15.8	- 3.6

(b) Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

7

(Without Adjustment for Price Changes)

January 1954 Over December 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 31.1	- 34.4	- 32.9	- 28.2	- 28.0	- 35.9	- 33.9	- 32.5
Grocery & Combination.....	- 12.3	- 12.4	- 14.7	- 9.1	- 14.3	- 20.3	- 17.0	- 11.2
Meat.....	- 18.4	(b)	- 17.5	- 13.7	- 19.6	- 21.3	- 27.1	- 24.9
General.....	- 30.9	- 22.2	- 36.9	- 29.6	- 35.1	- 36.3	- 32.7	- 25.2
Department	- 55.8	- 64.2	- 57.9	- 56.6	- 50.2	- 55.0	- 48.5	- 54.7
Variety.....	- 70.3	- 77.7	- 65.9	- 69.7	- 73.5	- 72.8	- 74.0	- 73.1
Motor Vehicle.....	- 10.5	- 19.6	- 26.4	+ 6.7	+ 1.2	- 26.3	- 25.5	- 15.6
Garage & Filling Station	- 5.0	- 4.8	- 11.0	- 2.0	+ 6.0	- 27.5	+ 8.5	- 12.2
Men's Clothing.....	- 56.6	- 55.7	- 46.5	- 63.7	- 45.7	- 45.9	- 55.8	- 50.5
Family Clothing	- 51.9	- 60.1	- 50.2	- 53.1	- 47.0	- 45.1	- 50.4	- 39.8
Women's Clothing.....	- 51.3	- 56.2	- 55.9	- 47.2	- 48.5	- 36.7	- 62.8	- 51.0
Shoe.....	- 53.1	- 57.4	- 61.4	- 51.8	- 37.3	(b)	- 34.5	- 37.5
Hardware	- 46.4	- 54.3	- 44.4	- 37.1	- 59.1	- 56.4	- 46.1	- 56.3
Lumber & Building Material....	- 34.0	- 36.9	- 37.3	- 38.6	- 18.4	- 30.7	- 33.9	- 26.9
Furniture.....	- 41.2	(b)	- 51.9	- 31.7	(b)	(b)	- 35.9	- 45.7
Appliance and Radio.....	- 26.8	(b)	(b)	- 16.3	(b)	(b)	(b)	- 44.3
Restaurant	- 12.9	- 11.9	- 23.7	- 3.0	- 17.8	- 17.3	- 22.7	- 6.6
Fuel	+ 22.1	+ 4.0	+ 39.0	+ 13.4	+ 25.2	+ 38.7	(b)	+ 22.5
Drug.....	- 29.4	- 32.8	- 20.5	- 30.0	- 30.8	- 34.8	- 36.9	- 31.2
Jewellery	- 74.3	(b)	- 76.6	- 71.3	(b)	(b)	(b)	- 74.1
Tobacco.....	- 24.8	(b)	- 28.1	- 22.3	(b)	(b)	(b)	- 24.6
All Others.....	- 35.1	- 34.2	- 35.2	- 36.4	- 32.6	- 31.4	- 31.6	- 34.6

(b) Not available

Department Store Sales and Stocks

8

January 1953 and January 1954

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	Jan.	Jan.	Change	Dec. 31	Dec. 31	Change
	1953	1954	1954/53	1952	1953	1953/52
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	65,832	62,897	- 4.5	186,118	205,285	+ 10.3
1. Women's and Misses' Dresses	1,760	1,504	- 14.5	3,301	3,131	- 5.1
2. Women's and Misses' Coats and Suits	1,373	1,313	- 4.4	2,772	2,783	+ 0.4
3. Women's and Misses' Sportswear	1,479	1,517	+ 2.6	3,959	4,516	+ 14.1
4. Furs	1,867	1,717	- 8.0	4,136	4,391	+ 6.2
5. Girls' and Infants' Wear	2,098	2,230	+ 6.3	6,929	8,302	+ 19.8
6. Lingerie and Corsets	2,684	2,578	- 3.9	6,929	7,201	+ 3.9
7. Aprons, Housedresses and Uniforms	481	446	- 7.3	789	807	+ 2.3
8. Millinery	422	395	- 6.4	670	689	+ 2.8
9. Hosiery and Apparel Accessories	2,153	1,955	- 9.2	6,232	6,878	+ 10.4
10. Women's, Misses' and Children's Shoes	2,014	1,892	- 6.1	10,393	11,179	+ 7.6
Ladies' Apparel and Accessories.						
Total 1 - 10	16,331	15,547	- 4.8	46,110	49,877	+ 8.2
11. Men's Clothing	2,173	2,260	+ 4.0	6,622	7,859	+ 18.7
12. Men's Furnishings	2,474	2,259	- 8.7	8,334	9,995	+ 19.9
13. Boys' Clothing and Furnishings	1,334	1,303	- 2.3	5,069	5,477	+ 8.0
14. Men's and Boys' Shoes	894	938	+ 4.9	4,060	4,209	+ 3.7
15. Food and Kindred Products	5,177	4,881	- 5.7	3,401	3,588	+ 5.5
16. Toiletries, Cosmetics and Drugs	1,962	1,880	- 4.2	4,891	5,029	+ 2.8
17. Photographic Equipment and Supplies ..	205	202	- 1.5	789	818	+ 3.7
18. Piece Goods	2,472	2,294	- 7.2	8,089	8,495	+ 5.0
19. Linens and Domestic	4,148	3,733	- 10.0	8,222	8,273	+ 0.6
20. Smallwares	1,804	1,675	- 7.2	5,673	5,562	- 2.0
21. China and Glassware	817	726	- 11.1	7,077	7,024	- 0.7
22. Home Furnishings	4,084	3,621	- 11.3	17,499	19,132	+ 9.3
23. Furniture	4,995	4,808	- 3.7	12,315	13,409	+ 8.9
24. Major Appliances	3,198	2,769	- 13.4	7,933	8,718	+ 9.9
25. Radio and Music	1,609	1,940	+ 20.6	4,026	6,257	+ 55.4
26. Hardware and Housewares	3,464	3,519	+ 1.6	11,732	13,794	+ 17.6
27. Jewellery	1,087	989	- 9.0	6,796	6,636	- 2.4
28. Sporting Goods and Luggage	1,253	1,299	+ 3.7	6,626	8,742	+ 31.9
29. Stationery, Books and Magazines	1,172	1,141	- 2.6	3,380	3,481	+ 3.0
30. All Other Departments	5,179	5,113	- 1.3	7,474	8,910	+ 19.2

63-005



CANADA

RETAIL TRADE

FEBRUARY, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
6-4-54

Price: \$2.00 per year

Vol. XXVI—No. 2

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

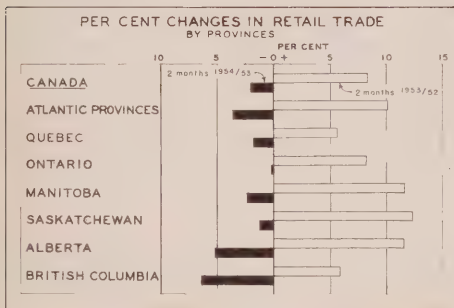
RETAIL TRADE

Total sales made by Canadian retailers during February are estimated at \$802,843,000 a drop of 0.1% from February of last year. This result leaves the cumulative sales for the first two months of this year at 2.1% below the sales of the same period of 1953.

Regionally, the pattern of sales change was mixed. Retail merchants recorded declines in the Atlantic Provinces (2.1%), Quebec (0.3%), Alberta (0.1%) and British Columbia (3.9%). Increases were experienced in Ontario (0.4%), Manitoba (2.2%) and Saskatchewan (5.2%).

Of the individual retail trades, 11 reported lower sales and 9, as well as the "all others" group, had higher sales this February. In continuation of the trend which first became evident during the final quarter of last year and which now appears more pronounced, the durable goods

trades were prominent among those whose sales fell off from last year. Sales of appliance and radio dealers dropped by 9.3%, lumber and building material dealers, 9.2% and motor vehicle dealers, 8.4%. The trades recording the greatest proportionate increases were garages and filling stations (6.6%), grocery and combination stores (5.5%) and fuel dealers (5.0%).



Department store sales during February were \$66,024,000, an increase of 4.2% over February 1953, while their stocks at the end of January had a retail value of \$207,972,000, 2.5% above their value a year earlier.

Total Retail Trade in Canada

Period	1953 \$'000	1954 \$'000	% Change 1954/1953
January	839,398	805,838	- 4.0
February	803,608	802,843	- 0.1
TOTAL	1,643,006	1,608,681	- 2.1

Percentage Changes in Selected Retail Trades

January and February 1954 over January and February 1953

Chains and Independents

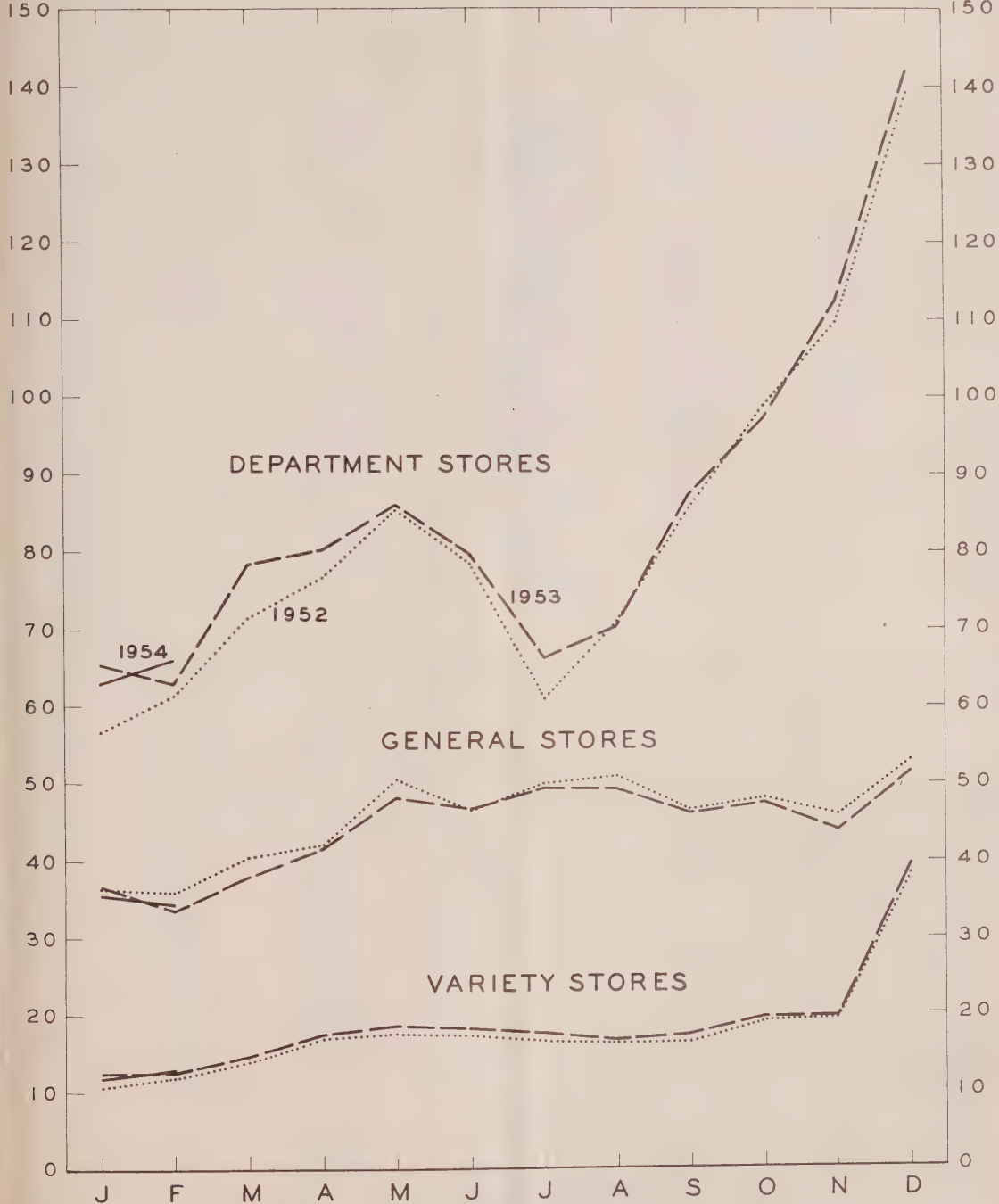
Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 3.8	+ 10.2	+ 0.1
Family Clothing	- 5.3	- 0.8	- 6.3
Women's Clothing	- 2.4	+ 1.5	- 3.5
Shoe	- 3.2	- 0.7	- 4.6
Lumber and Building Material .	- 8.5	- 7.7	- 8.7
Furniture	- 9.8	- 20.2	- 6.5
Appliance and Radio	- 2.7	- 4.6	- 2.3
Restaurant	- 4.2	- 5.1	- 4.2
Drug	- 1.8	+ 0.5	- 2.1
Jewellery	- 4.6	- 4.1	- 4.8

MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION
DOLLARS
150

MILLION
DOLLARS
150



February, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	802,843	144,405	658,438	64,020
2	Grocery and Combination.....	165,093	63,780	101,313	16,881
3	Meat	12,920	526	12,394	(b)
4	General.....	34,235	2,381	31,854	6,855
5	Department	66,024	-	66,024	4,101
6	Variety.....	12,712	10,682	2,030	1,220
7	Motor Vehicle	147,658	1,422	146,237	9,206
8	Garage & Filling Station.....	36,495	257	36,238	2,297
9	Men's Clothing	11,644	1,525	10,120	674
10	Family Clothing	10,430	1,822	8,608	1,419
11	Women's Clothing	12,742	2,723	10,019	612
12	Shoe	6,420	2,642	3,778	497
13	Hardware	12,408	723	11,685	617
14	Lumber & Building Material	20,362	4,462	15,900	798
15	Furniture	10,963	2,472	8,491	468
16	Appliance & Radio.....	19,164	3,846	15,319	(b)
17	Restaurant	29,895	2,079	27,816	1,480
18	Fuel	22,154	415	21,739	1,753
19	Drug	21,267	2,777	18,490	1,371
20	Jewellery.....	6,676	1,656	5,020	378
21	Tobacco	7,224	1,223	6,001	(b)
22	All Others.....	136,357	36,992	99,365	11,965
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	45,851	5,749	40,102	46,614
24	Grocery & Combination	7,154	2,475	4,680	6,454
25	Meat	362	-	362	515
26	General.....	3,028	214	2,813	4,193
27	Department.....	6,139	-	6,139	3,656
28	Variety	325	310	15	535
29	Motor Vehicle	11,599	(a)	(a)	12,120
30	Garage & Filling Station	1,105	(a)	(a)	1,777
31	Men's Clothing.....	323	43	280	536
32	Family Clothing	392	(a)	(a)	547
33	Women's Clothing	399	122	278	604
34	Shoe	162	35	127	(b)
35	Hardware	681	(a)	(a)	1,445
36	Lumber & Building Material	1,711	507	1,204	2,251
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	1,643	113	1,530	2,231
40	Fuel	645	-	645	681
41	Drug	1,509	(a)	(a)	1,301
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	6,679	1,421	5,258	6,122

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

February, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
9,788	54,232	178,656	30,179	148,477	320,376	69,075	251,301	1
2,352	14,529	46,272	13,958	32,314	64,647	35,293	29,354	2
(b)	(b)	3,612	-	3,612	5,191	455	4,736	3
444	6,411	5,987	498	5,489	6,223	434	5,789	4
-	4,101	11,822	-	11,822	22,237	-	22,237	5
1,085	136	3,408	2,694	714	5,722	5,023	698	6
(a)	(a)	22,744	(a)	(a)	61,859	580	61,279	7
(a)	(a)	6,963	(a)	(a)	16,273	(a)	(a)	8
(a)	(a)	2,631	194	2,437	5,652	1,039	4,613	9
207	1,212	3,913	1,044	2,869	3,010	440	2,570	10
98	514	4,011	665	3,346	4,908	1,174	3,734	11
(a)	(a)	2,054	1,044	1,010	2,637	1,194	1,444	12
(a)	(a)	2,437	424	2,014	4,503	149	4,354	13
-	798	3,078	(a)	(a)	7,604	879	6,725	14
(a)	(a)	3,385	1,046	2,339	5,029	1,101	3,928	15
(b)	(b)	(b)	(b)	(b)	10,170	1,342	8,828	16
(a)	(a)	7,503	591	6,912	11,454	824	10,630	17
-	1,753	7,148	-	7,148	10,489	415	10,073	18
128	1,243	4,380	362	4,019	9,006	1,386	7,620	19
76	302	1,645	337	1,308	2,912	725	2,187	20
(a)	(a)	1,831	378	1,453	4,492	(a)	(a)	21
4,490	7,474	31,274	5,580	25,686	56,358	16,066	40,292	22
Saskatchewan			Alberta			British Columbia		
5,849	40,765	64,949	9,243	55,706	82,380	14,528	67,852	23
1,635	4,820	8,964	3,086	5,878	14,721	4,983	9,738	24
(a)	(a)	994	(a)	(a)	1,644	(a)	(a)	25
(a)	(a)	4,075	(a)	(a)	3,874	(a)	(a)	26
-	3,656	6,878	-	6,878	11,191	-	11,191	27
442	93	729	570	160	772	558	214	28
(a)	(a)	14,002	(a)	(a)	16,128	(a)	(a)	29
-	1,777	4,871	-	4,871	3,210	(a)	(a)	30
(a)	(a)	1,000	116	884	828	(a)	(a)	31
(a)	(a)	654	(a)	(a)	495	(a)	(a)	32
120	484	880	195	686	1,328	350	978	33
(a)	(a)	304	98	207	561	128	432	34
-	1,445	1,346	(a)	(a)	1,380	(a)	(a)	35
1,332	919	2,896	1,358	1,539	2,023	(a)	(a)	36
(b)	(b)	784	-	784	817	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	2,443	446	1,997	38
(a)	(a)	2,178	56	2,122	3,407	443	2,963	39
-	681	(b)	(b)	(b)	1,403	-	1,403	40
(a)	(a)	1,556	251	1,306	2,145	521	1,624	41
(a)	(a)	(b)	(b)	(b)	726	204	522	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
1,452	4,670	11,079	2,626	8,453	12,880	5,348	7,532	44

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

February 1954 Over February 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 0.1	- 2.1	- 0.3	+ 0.4	+ 2.2	+ 5.2	- 0.1	- 3.9
Grocery & Combination.....	+ 5.5	+ 3.3	+ 2.8	+ 8.3	+ 3.0	+ 14.2	+ 5.5	+ 2.8
Meat.....	+ 4.0	(b)	+ 10.1	+ 3.4	- 2.9	- 0.8	+ 6.5	- 2.7
General.....	+ 2.5	+ 1.6	+ 4.6	+ 1.6	+ 2.1	+ 4.5	- 0.1	+ 3.4
Department	+ 4.2	- 7.7	+ 5.8	+ 5.2	+ 0.3	+ 6.8	+ 4.6	+ 6.9
Variety.....	+ 2.4	+ 4.4	+ 0.9	+ 2.0	+ 4.2	+ 11.5	+ 3.6	+ 1.6
Motor Vehicle.....	- 8.4	- 16.1	- 11.8	- 6.0	+ 4.4	- 0.5	- 6.3	- 20.6
Garage & Filling Station	+ 6.6	+ 2.4	+ 4.2	+ 7.9	+ 1.2	+ 15.8	+ 10.1	+ 0.5
Men's Clothing.....	+ 0.1	- 6.9	- 15.6	+ 13.0	+ 2.2	+ 16.3	- 6.6	- 12.0
Family Clothing	- 1.6	- 1.5	+ 2.0	- 7.6	+ 7.1	+ 14.2	- 5.1	- 6.1
Women's Clothing.....	+ 2.6	- 5.3	+ 12.7	- 1.9	+ 7.5	+ 14.8	+ 3.0	- 8.9
Shoe.....	- 0.8	+ 13.0	+ 0.2	- 3.9	+ 3.2	(b)	+ 11.4	- 12.2
Hardware	- 2.9	- 12.1	- 2.6	- 7.3	- 2.0	+ 17.3	- 1.9	- 2.9
Lumber & Building Material....	- 9.2	- 19.1	- 19.4	- 5.7	- 9.1	+ 6.4	- 16.0	- 4.4
Furniture	- 5.6	- 1.7	- 6.5	- 6.5	(b)	(b)	- 7.3	+ 8.1
Appliance and Radio.....	- 9.3	(b)	(b)	- 11.6	(b)	(b)	(b)	+ 13.4
Restaurant	- 2.9	- 6.4	- 1.8	- 2.7	- 1.9	+ 7.6	- 13.6	- 3.5
Fuel	+ 5.0	+ 0.2	+ 5.3	+ 5.9	- 5.4	+ 9.7	(b)	+ 7.8
Drug.....	- 0.7	+ 0.3	- 5.4	+ 0.2	- 3.5	+ 11.4	+ 1.1	- 0.9
Jewellery	- 1.3	+ 6.2	+ 11.2	- 8.0	(b)	(b)	(b)	- 1.9
Tobacco.....	- 1.4	(b)	+ 3.5	- 2.5	(b)	(b)	(b)	(b)
All Others.....	+ 1.7	+ 3.6	+ 3.3	(c)	+ 5.6	- 0.9	+ 6.6	- 1.3

(b, not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January and February 1954

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	1,608,681	130,423	357,400	653,306	91,154	89,492	124,790	162,126
Grocery & Combination	339,684	33,652	94,776	134,681	14,722	12,936	18,509	30,409
Meat.....	26,895	(b)	7,181	11,205	763	1,090	2,114	3,411
General.....	69,884	14,314	11,670	12,701	6,206	8,828	8,363	7,802
Department	128,921	8,308	22,847	43,233	12,335	7,323	13,720	21,157
Variety	24,539	2,222	6,765	11,220	611	943	1,339	1,438
Motor Vehicle.....	263,844	17,242	39,935	112,965	20,227	20,852	23,964	28,659
Garage & Filling Station	75,841	5,521	14,605	33,799	2,793	3,200	9,143	6,782
Men's Clothing	25,295	1,517	6,297	11,398	799	1,252	2,117	1,915
Family Clothing.....	23,297	3,157	8,251	6,930	984	1,154	1,471	1,351
Women's Clothing.....	26,050	1,288	6,950	11,136	767	1,217	1,766	2,927
Shoe	13,360	957	3,793	5,882	374	(b)	656	1,332
Hardware	26,482	1,373	5,158	10,061	1,348	2,857	3,098	2,588
Lumber & Building Material	41,296	1,418	5,571	16,183	4,403	4,494	5,430	3,796
Furniture	22,027	(b)	6,612	10,321	(b)	(b)	1,467	1,457
Appliance & Radio	42,315	(b)	(b)	24,565	(b)	(b)	(b)	4,233
Restaurant	60,964	2,983	14,907	23,898	3,209	4,412	4,486	7,070
Fuel	51,581	3,438	16,774	24,135	1,877	1,671	(b)	3,574
Drug	43,286	2,774	9,090	18,602	2,795	2,557	3,132	4,337
Jewellery	13,205	707	2,847	6,065	(b)	(b)	(b)	1,510
Tobacco	14,672	(b)	3,623	9,228	(b)	(b)	(b)	(b)
All Others	275,243	25,355	64,175	115,098	12,770	11,967	20,309	25,570

(b) Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January and February 1954 Over January and February 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 2.1	- 3.7	- 1.8	- 0.2	- 2.4	- 1.3	- 5.2	- 6.5
Grocery & Combination.....	+ 3.8	+ 0.2	+ 2.8	+ 6.4	+ 0.2	+ 10.8	+ 2.1	+ 0.2
Meat.....	+ 3.2	(b)	+ 8.9	+ 3.3	+ 2.8	+ 5.7	+ 3.5	- 5.0
General.....	- 0.2	- 1.8	+ 0.2	- 1.0	+ 1.4	+ 0.7	- 1.1	+ 1.9
Department	- 0.2	- 7.9	+ 1.5	+ 1.3	- 3.5	- 0.2	+ 0.4	- 0.1
Variety.....	- 1.3	- 3.3	- 2.6	+ 0.1	- 1.3	+ 0.9	- 2.6	- 2.5
Motor Vehicle.....	- 12.5	- 15.0	- 16.8	- 8.3	- 4.6	- 12.0	- 13.1	- 23.7
Garage & Filling Station	+ 5.9	+ 3.9	+ 6.6	+ 6.5	+ 5.8	+ 13.1	+ 7.8	- 1.5
Men's Clothing.....	- 2.8	- 6.8	- 12.7	+ 5.3	- 1.6	+ 3.6	- 6.7	- 7.1
Family Clothing	- 5.3	- 7.6	- 2.3	- 7.8	+ 0.1	- 6.5	- 5.3	- 7.5
Women's Clothing.....	- 2.4	- 0.8	+ 3.9	- 1.5	- 5.2	- 5.2	- 9.5	- 12.9
Shoe.....	- 3.2	+ 2.4	- 2.3	- 4.4	(c)	(b)	+ 1.5	- 7.4
Hardware	- 3.2	- 10.5	- 5.4	- 1.9	- 7.4	+ 3.6	- 3.7	- 3.8
Lumber & Building Material....	- 8.5	- 26.2	- 20.9	- 2.6	+ 0.6	+ 0.2	- 17.1	- 8.4
Furniture.....	- 9.8	(b)	- 11.8	- 10.5	(b)	(b)	- 16.5	- 0.7
Appliance and Radio.....	- 2.7	(b)	(b)	+ 3.3	(b)	(b)	(b)	- 3.1
Restaurant	- 4.2	- 6.2	- 5.0	- 1.6	- 8.8	+ 4.5	- 15.0	- 5.7
Fuel	+ 10.6	- 5.1	+ 14.1	+ 11.1	+ 0.6	+ 16.4	(b)	+ 14.2
Drug.....	- 1.8	- 3.3	- 3.9	- 0.4	- 4.4	+ 6.6	- 2.8	- 3.6
Jewellery	- 4.6	(c)	- 4.4	- 4.2	(b)	(b)	(b)	- 4.7
Tobacco.....	- 3.4	(b)	+ 3.4	- 5.1	(b)	(b)	(b)	(b)
All Others.....	- 1.2	+ 1.3	+ 1.1	- 1.6	- 2.9	- 3.1	- 4.9	- 2.5

(b) Not available (c) Unchanged

Percentage Changes in Retail Trade— 3y Provinces and Kinds of Business

9

(Without Adjustment for Price Changes)

February 1954 Over January 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 0.4	- 3.6	(c)	- 3.8	+ 1.2	+ 8.7	+ 8.5	+ 3.3
Grocery & Combination.....	- 5.4	+ 0.7	- 4.6	- 7.7	- 5.5	- 0.4	- 6.1	- 6.2
Meat.....	- 7.5	(b)	+ 1.2	- 13.7	- 9.7	- 10.4	- 11.2	- 7.0
General.....	- 4.0	- 8.1	+ 5.3	- 3.9	- 4.7	- 9.5	- 5.0	- 1.4
Department	+ 5.0	- 2.5	+ 7.2	+ 5.9	- 0.9	- 0.3	+ 0.5	+ 12.3
Variety.....	+ 7.5	+ 21.8	+ 1.5	+ 4.1	+ 13.6	+ 31.1	+ 19.5	+ 15.9
Motor Vehicle	+ 27.1	+ 14.6	+ 32.3	+ 21.0	+ 34.4	+ 38.8	+ 40.6	+ 28.7
Garage & Filling Station	- 7.2	- 28.8	- 8.9	- 7.1	- 34.5	+ 24.9	+ 14.0	- 10.1
Men's Clothing.....	- 14.7	- 20.0	- 28.2	- 1.6	- 32.1	- 25.1	- 10.5	- 23.8
Family Clothing	- 18.9	- 18.4	- 9.8	- 23.2	- 33.8	- 9.9	- 20.0	- 42.2
Women's Clothing.....	- 4.3	- 9.5	+ 36.5	- 21.2	+ 8.4	- 1.5	- 0.7	- 16.9
Shoe.....	- 7.5	+ 8.0	+ 18.1	- 18.7	- 23.6	(b)	- 13.6	- 27.2
Hardware	- 11.8	- 18.4	- 10.4	- 19.0	+ 2.1	+ 2.3	- 23.2	+ 14.2
Lumber & Building Material....	- 2.7	+ 28.7	+ 23.5	- 11.4	- 36.4	+ 0.4	+ 14.3	+ 14.1
Furniture.....	- 0.9	(b)	+ 4.9	- 5.0	(b)	(b)	+ 14.8	+ 27.7
Appliance and Radio.....	- 17.2	(b)	(b)	- 29.4	(b)	(b)	(b)	+ 36.5
Restaurant	- 3.8	- 1.5	+ 1.3	- 8.0	+ 4.9	+ 2.3	- 5.6	- 7.0
Fel	- 24.7	+ 4.0	- 25.7	- 23.1	- 47.6	- 31.2	(b)	- 35.4
Lug.....	- 3.4	- 2.3	- 7.0	- 6.1	+ 17.3	+ 3.6	- 1.3	- 2.1
Jewellery	+ 2.3	+ 14.9	+ 36.9	- 7.6	(b)	(b)	(b)	- 7.4
Tobacco.....	- 3.0	(b)	+ 2.2	- 5.2	(b)	(b)	(b)	(c)
All Others.....	- 1.8	- 10.6	- 4.9	- 4.1	+ 9.7	+ 4.7	+ 20.0	+ 1.5

(, not available (c) Unchanged

Department Store Sales and Stocks

February 1953 and February 1954

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	Feb. 1953	Feb. 1954	Change 1954/53	Jan. 31 1953	Jan. 31 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	63,343	66,024	+ 4.2	202,988	207,972	+ 2.5
1. Women's and Misses' Dresses.....	1,935	2,003	+ 3.5	4,054	3,978	- 1.9
2. Women's and Misses' Coats and Suits	1,575	1,543	- 2.0	3,412	3,166	- 7.2
3. Women's and Misses' Sportswear.....	1,516	1,465	- 3.4	4,394	4,487	+ 2.1
4. Furs	850	978	+ 15.1	3,440	3,305	- 3.9
5. Girls' and Infants' Wear	2,454	2,495	+ 1.7	8,761	8,740	- 0.2
6. Lingerie and Corsets	2,752	2,842	+ 3.3	7,380	7,090	- 3.9
7. Aprons, Housedresses and Uniforms....	453	454	+ 0.2	869	719	- 17.3
8. Millinery	547	536	- 2.0	963	882	- 8.4
9. Hosiery and Apparel Accessories	2,317	2,289	- 1.2	6,298	6,587	+ 4.6
10. Women's, Misses' and Children's Shoes	2,265	2,315	+ 2.2	12,143	11,861	- 2.3
Ladies' Apparel and Accessories.						
Total 1 - 10	16,664	16,920	+ 1.5	51,714	50,815	- 1.7
11. Men's Clothing	1,810	2,006	+ 10.8	(b)	(b)	(b)
12. Men's Furnishings	2,221	2,015	- 9.3	9,498	9,004	- 5.2
13. Boys' Clothing and Furnishings	1,147	1,155	+ 0.7	5,778	5,586	- 3.3
14. Men's and Boys' Shoes	902	931	+ 3.2	4,638	4,362	- 6.0
15. Food and Kindred Products.....	4,900	4,940	+ 0.8	4,251	3,870	- 9.0
16. Toiletries, Cosmetics and Drugs	1,887	1,905	+ 1.0	4,887	4,950	+ 1.3
17. Photographic Equipment and Supplies..	208	221	+ 6.3	869	910	+ 4.7
18. Piece Goods	1,985	2,025	+ 2.0	8,041	7,637	- 5.0
19. Linens and Domestic Goods	2,796	2,657	- 5.0	8,595	7,655	- 10.9
20. Smallwares	1,562	1,623	+ 3.9	5,638	5,255	- 6.8
21. China and Glassware	824	803	- 2.5	7,222	6,696	- 7.3
22. Home Furnishings	4,748	4,652	- 2.0	19,396	19,800	+ 2.1
23. Furniture	5,017	5,238	+ 4.4	13,410	13,704	+ 2.2
24. Major Appliances	2,913	3,953	+ 35.7	7,761	9,102	+ 17.3
25. Radio and Music	1,453	1,882	+ 29.5	4,710	6,207	+ 31.8
26. Hardware and Housewares	3,801	4,053	+ 6.6	12,746	14,338	+ 12.5
27. Jewellery	1,164	1,167	+ 0.3	6,949	6,794	- 2.2
28. Sporting Goods and Luggage	1,244	1,314	+ 5.6	8,345	9,507	+ 13.9
29. Stationery, Books and Magazines.....	1,121	1,243	+ 10.9	3,528	3,727	+ 5.6
30. All Other Departments	4,976	5,321	+ 6.9	8,123	9,176	+ 13.0

(b) Not available.

Note: The 1953 figures given in this table have been revised from those published a year ago to take into account full sample coverage.

63-005



CANADA

RETAIL TRADE

MARCH, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
6-5-54

Price: \$2.00 per year

Vol. XXVI—No. 3

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

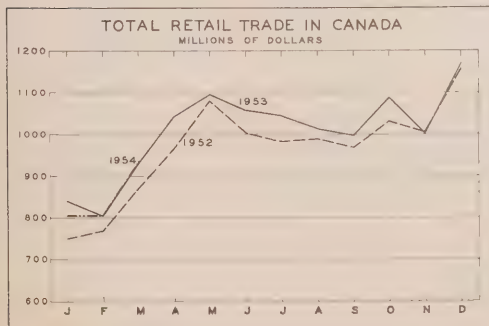
RETAIL TRADE

March sales by Canadian retailers are estimated at \$934,792,000 an increase of 0.4% over March of last year. This brings the first quarter total to \$2,543,473,000, down 1.2% from the corresponding period of 1953.

The moderate increase during March follows decreases in the two preceding months and occurs when the changing date of Easter (April 5 last year and April 18 this year) would tend to produce a less favourable comparison. An examination of sales change by region shows the improvement to have been shared by only three areas, Quebec (0.5%), Manitoba (4.9%), and British Columbia (14.9%). The gain in British Columbia, where retail sales normally represent about 10% of the Canada total, was very likely related to the announcement made by that province's government early in March, increasing the provincial general sales tax from 3% to 5% effective April 1.

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u> \$ '000	<u>1954</u> \$ '000	<u>% Change</u> <u>1954/1953</u>
January	839,398	805,838	- 4.0
February	803,608	802,843	- 0.1
March	931,476	934,792	+ 0.4
Total	2,574,482	2,543,473	- 1.2



Sales declines were recorded during March by the retailers of the Atlantic Provinces (0.1%), Ontario (3.1 %), Saskatchewan (2.8 %), and Alberta (2.9 %).

In the three-month comparison

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

March, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES.....	934,792	158,158	776,634	78,063
2	Grocery and Combination.....	174,422	67,586	106,836	16,949
3	Meat	13,290	594	12,696	(b)
4	General	38,653	2,624	36,028	8,690
5	Department	80,249	-	80,249	5,913
6	Variety.....	14,481	12,156	2,325	1,398
7	Motor Vehicle	203,834	2,015	201,819	15,786
8	Garage & Filling Station.....	39,034	267	38,767	3,087
9	Men's Clothing	13,758	2,087	11,671	778
10	Family Clothing	13,377	2,005	11,372	1,793
11	Women's Clothing	14,868	2,961	11,907	736
12	Shoe	6,883	2,441	4,442	634
13	Hardware	16,286	896	15,390	861
14	Lumber & Building Material	24,051	4,249	19,802	938
15	Furniture	13,985	3,461	10,524	608
16	Appliance & Radio.....	23,904	4,646	19,258	(b)
17	Restaurant	31,999	2,280	29,719	1,992
18	Fuel	22,065	438	21,627	1,567
19	Drug	21,830	2,774	19,056	1,474
20	Jewellery.....	7,788	2,364	5,424	418
21	Tobacco	6,237	1,265	4,972	(b)
22	All Others.....	153,798	41,049	112,750	12,687
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	51,218	6,204	45,014	52,618
24	Grocery & Combination.....	7,951	2,667	5,284	6,818
25	Meat	403	-	403	558
26	General	3,334	240	3,094	4,571
27	Department.....	7,604	-	7,604	4,131
28	Variety	355	338	17	529
29	Motor Vehicle	11,970	(a)	(a)	15,894
30	Garage & Filling Station.....	1,451	(a)	(a)	1,961
31	Men's Clothing.....	321	83	238	528
32	Family Clothing.....	448	(a)	(a)	439
33	Women's Clothing	424	116	308	525
34	Shoe	208	43	164	(b)
35	Hardware	854	(a)	(a)	1,598
36	Lumber & Building Material	2,234	468	1,766	1,992
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	1,732	125	1,607	2,062
40	Fuel	740	-	740	575
41	Drug	1,308	(a)	(a)	1,427
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	7,902	1,581	6,321	7,259

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

March, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
11,125	66,938	223,074	33,476	189,598	344,869	74,317	270,552	1
2,451	14,498	49,106	14,669	34,437	68,512	37,533	30,980	2
(b)	(b)	3,736	-	3,736	5,127	518	4,609	3
457	8,234	6,685	561	6,125	6,422	451	5,972	4
-	5,913	14,710	-	14,710	25,801	-	25,801	5
1,242	155	4,207	3,326	881	6,372	5,594	778	6
(a)	(a)	46,130	(a)	(a)	65,795	625	65,170	7
(a)	(a)	6,929	(a)	(a)	16,237	(a)	(a)	8
(a)	(a)	4,038	288	3,751	6,001	1,224	4,777	9
147	1,646	5,242	1,197	4,046	4,179	508	3,671	10
119	617	4,101	781	3,320	6,122	1,242	4,881	11
(a)	(a)	1,680	684	996	2,984	1,324	1,660	12
(a)	(a)	3,143	523	2,620	6,014	176	5,838	13
-	938	4,352	(a)	(a)	7,850	560	7,290	14
(a)	(a)	4,865	1,652	3,213	6,040	1,390	4,650	15
(b)	(b)	(b)	(b)	(b)	11,722	1,531	10,191	16
(a)	(a)	7,824	668	7,156	12,330	893	11,436	17
-	1,567	6,705	-	6,705	11,133	438	10,695	18
133	1,341	4,504	361	4,143	9,157	1,313	7,845	19
111	306	1,822	432	1,390	3,378	1,036	2,342	20
(a)	(a)	1,599	379	1,219	3,662	(a)	(a)	21
5,256	7,432	37,816	6,098	31,718	60,031	17,391	42,640	22
Saskatchewan		Alberta			British Columbia			
6,191	46,427	72,201	10,162	62,039	112,752	16,686	96,066	23
1,745	5,073	9,497	3,330	6,166	15,588	5,191	10,398	24
(a)	(a)	1,208	(a)	(a)	1,724	(a)	(a)	25
(a)	(a)	4,268	(a)	(a)	4,681	(a)	(a)	26
-	4,131	7,657	-	7,657	14,433	-	14,433	27
437	92	814	636	178	807	583	224	28
(a)	(a)	18,176	(a)	(a)	30,083	(a)	(a)	29
-	1,961	4,773	-	4,773	4,596	(a)	(a)	30
(a)	(a)	943	210	733	1,150	(a)	(a)	31
(a)	(a)	677	(a)	(a)	599	(a)	(a)	32
132	393	917	173	744	2,042	398	1,644	33
(a)	(a)	378	94	284	813	130	684	34
-	1,598	1,713	(a)	(a)	2,104	(a)	(a)	35
1,211	781	3,113	1,369	1,745	3,573	(a)	(a)	36
(b)	(b)	797	-	797	1,271	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	3,711	783	2,929	38
(a)	(a)	2,347	63	2,284	3,712	476	3,236	39
-	575	(b)	(b)	(b)	1,316	-	1,216	40
(a)	(a)	1,637	264	1,372	2,322	569	1,753	41
(a)	(a)	(b)	(b)	(b)	916	340	575	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
1,666	5,593	11,216	2,949	8,267	16,888	6,108	10,780	44

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

March 1954 Over March 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 0.4	- 0.1	+ 0.5	- 3.1	+ 4.9	- 2.8	- 2.9	+ 14.9
Grocery & Combination.....	+ 6.9	+ 4.5	+ 6.9	+ 9.0	+ 5.8	+ 13.5	+ 5.3	+ 0.5
Meat.....	+ 5.7	(b)	+ 11.1	+ 3.3	+ 13.5	+ 6.1	+ 4.5	+ 3.0
General	+ 1.7	+ 6.8	- 1.2	- 2.5	+ 3.3	- 2.7	+ 0.1	+ 7.9
Department	+ 2.4	+ 1.9	- 0.3	- 0.6	+ 3.1	- 8.4	- 2.7	+ 19.4
Variety.....	- 2.1	- 1.7	+ 0.6	- 3.2	- 3.8	(c)	- 1.5	- 8.0
Motor Vehicle.....	- 4.3	- 8.4	+ 1.2	- 18.3	+ 10.3	- 3.0	- 4.2	+ 27.9
Garage & Filling Station	+ 1.1	- 1.0	- 1.6	- 4.3	+ 0.1	+ 9.6	+ 9.0	+ 18.6
Men's Clothing.....	- 10.4	- 6.2	- 14.6	- 10.6	- 14.9	- 15.5	- 2.1	+ 2.6
Family Clothing	- 13.4	- 13.0	- 15.5	- 13.2	- 9.5	- 14.4	- 15.8	+ 6.6
Women's Clothing.....	- 11.9	- 0.3	- 10.3	- 16.1	- 8.4	- 12.1	- 15.5	- 4.0
Shoe.....	- 16.0	- 5.1	- 34.5	- 11.4	- 13.3	(b)	- 1.3	+ 6.4
Hardware	+ 4.2	+ 0.6	- 5.1	+ 2.2	+ 23.4	+ 11.4	- 8.2	+ 32.5
Lumber & Building Material....	- 1.1	- 8.5	- 7.7	- 6.6	+ 14.0	- 0.6	- 12.5	+ 34.7
Furniture.....	- 1.0	- 1.0	- 2.6	- 1.5	(b)	(b)	- 14.4	+ 41.5
Appliance and Radio.....	+ 1.1	(b)	(b)	- 0.9	(b)	(b)	(b)	+ 70.4
Restaurant	- 1.2	+ 6.0	+ 4.5	+ 0.5	- 9.7	- 3.3	- 13.6	- 6.9
Fuel	+ 14.0	- 5.6	+ 11.6	+ 20.3	+ 7.7	+ 2.7	(b)	+ 13.7
Drug.....	- 0.4	+ 1.0	- 3.7	- 0.3	- 0.2	+ 7.1	+ 0.1	+ 0.6
Jewellery	+ 6.8	+ 1.0	+ 7.5	+ 4.4	(b)	(b)	(b)	+ 11.4
Tobacco.....	- 2.5	(b)	+ 2.4	- 5.0	(b)	(b)	(b)	(b)
All Others.....	+ 1.3	+ 3.1	+ 2.8	+ 1.3	+ 5.0	- 16.3	- 4.4	+ 8.8

(b) Not available (c) Unchanged

Estimated Retail Trade -- By Provinces and Kinds of Business

January to March 1954

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	2,543,484	208,486	580,474	998,173	142,372	142,110	196,991	274,878
Grocery & Combination	514,106	50,601	143,882	203,193	22,673	19,754	28,006	45,997
Meat	40,185	(b)	10,917	16,332	1,166	1,648	3,322	5,135
General	108,537	23,004	18,355	19,123	9,540	13,399	12,631	12,483
Department	209,170	14,221	37,557	69,032	19,939	11,454	21,377	35,590
Variety	39,020	3,620	10,972	17,592	966	1,472	2,153	2,245
Motor Vehicle	467,678	33,028	86,065	178,760	32,197	36,746	42,140	58,742
Garage & Filling Station	114,875	8,608	21,534	50,036	4,244	5,161	13,916	11,378
Men's Clothing	39,053	2,295	10,335	17,399	1,120	1,780	3,060	3,065
Family Clothing	36,674	4,950	13,493	11,109	1,432	1,593	2,148	1,950
Women's Clothing	40,918	2,024	11,051	17,258	1,191	1,742	2,683	4,969
Shoe	20,243	1,591	5,473	8,866	582	(b)	1,034	2,145
Hardware	42,768	2,234	8,301	16,075	2,202	4,455	4,811	4,692
Lumber & Building Material	65,347	2,356	9,923	24,033	6,637	6,486	8,543	7,369
Furniture	36,012	1,860	11,477	16,361	(b)	(b)	2,264	2,728
Appliance & Radio	66,219	(b)	(b)	36,287	(b)	(b)	(b)	7,944
Restaurant	92,963	4,975	22,731	36,228	4,941	6,474	6,833	10,782
Fuel	73,646	5,005	23,479	35,268	2,617	2,246	(b)	4,890
Drug	65,116	4,248	13,594	27,759	4,103	3,984	4,769	6,659
Jewellery	20,993	1,125	4,669	5,443	(b)	(b)	(b)	2,426
Tobacco	20,909	(b)	5,222	12,890	(b)	(b)	(b)	(b)
All Others	429,041	38,042	101,991	175,129	20,672	19,226	31,525	42,458

(b) Not available

(Without Adjustment for Price Changes)

January to March 1954 Over January to March 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.2	- 2.4	- 0.9	- 1.2	+ 0.1	- 1.9	- 4.3	+ 1.3
Grocery & Combination.....	+ 4.9	+ 1.6	+ 4.1	+ 7.2	+ 2.1	+ 11.7	+ 3.2	+ 0.3
Meat.....	+ 4.0	(b)	+ 9.7	+ 3.3	+ 6.3	+ 5.8	+ 3.8	- 2.5
General	+ 0.4	+ 1.3	- 0.3	- 1.5	+ 2.1	- 0.5	- 0.7	+ 4.1
Department	+ 0.8	- 4.1	+ 0.8	+ 0.6	- 1.1	- 3.3	- 0.7	+ 7.0
Variety.....	- 1.6	- 2.7	- 1.4	- 1.1	- 2.2	+ 0.5	- 2.2	- 4.5
Motor Vehicle	- 9.1	- 11.9	- 8.0	- 12.3	+ 0.4	- 8.3	- 9.5	- 3.8
Garage & Filling Station	+ 4.2	+ 2.1	+ 3.8	+ 2.7	+ 3.8	+ 11.7	+ 8.2	+ 5.8
Men's Clothing.....	- 5.6	- 6.6	- 13.5	- 0.8	- 5.8	- 2.9	- 5.3	- 3.7
Family Clothing	- 8.5	- 9.6	- 7.9	- 9.9	- 3.1	- 8.8	- 8.9	- 3.6
Women's Clothing.....	- 6.1	- 0.6	- 1.9	- 7.2	- 6.4	- 7.4	- 11.7	- 9.4
Shoe.....	- 7.9	- 0.7	- 15.1	- 6.9	- 5.2	(b)	+ 0.5	- 2.6
Hardware	- 0.5	- 6.5	- 5.3	- 0.4	+ 2.6	+ 6.3	- 5.4	+ 9.7
Lumber & Building Material....	- 5.9	- 20.1	- 15.6	- 4.0	+ 4.7	(c)	- 15.5	+ 8.4
Furniture.....	- 6.6	+ 3.0	- 8.1	- 7.4	(b)	(b)	- 15.7	+ 15.3
Appliance and Radio.....	- 1.4	(b)	(b)	+ 1.9	(b)	(b)	(b)	+ 21.3
Restaurant	- 3.2	- 1.7	- 1.9	- 0.9	- 9.1	+ 1.9	- 14.6	- 6.1
Fuel	+ 11.6	- 5.3	+ 13.4	+ 13.9	+ 2.5	+ 12.6	(b)	+ 14.1
Drug.....	- 1.3	- 1.8	- 3.9	- 0.4	- 3.1	+ 6.8	- 1.8	- 2.2
Jewellery	- 0.7	+ 0.4	- 0.1	- 1.3	(b)	(b)	(b)	+ 0.8
Tobacco.....	- 3.2	(b)	+ 3.1	- 5.1	(b)	(b)	(b)	(b)
All Others.....	- 0.3	+ 1.9	+ 1.7	- 0.6	(c)	- 8.5	- 4.7	+ 1.7

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

March 1954 Over February 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 16.4	+ 21.9	+ 24.9	+ 7.6	+ 11.7	+ 12.9	+ 11.2	+ 36.9
Grocery & Combination.....	+ 5.7	+ 0.4	+ 6.1	+ 6.0	+ 11.1	+ 5.6	+ 5.9	+ 5.9
Meat.....	+ 2.9	(b)	+ 3.4	- 1.2	+ 11.3	+ 8.3	+ 21.5	+ 4.9
General	+ 12.9	+ 26.8	+ 11.7	+ 3.2	+ 10.1	+ 9.0	+ 4.7	+ 20.8
Department	+ 21.5	+ 44.2	+ 24.4	+ 16.0	+ 23.9	+ 13.0	+ 11.3	+ 29.0
Variety.....	+ 13.9	+ 14.6	+ 23.4	+ 11.4	+ 9.2	- 1.1	+ 11.7	+ 4.5
Motor Vehicle.....	+ 38.0	+ 71.5	+102.8	+ 6.4	+ 3.2	+ 31.1	+ 29.8	+ 86.5
Garage & Filling Station	+ 7.0	+ 34.4	- 0.5	- 0.2	+ 31.3	+ 10.4	- 2.0	+ 43.2
Men's Clothing.....	+ 18.2	+ 15.4	+ 53.5	+ 6.2	- 0.6	- 1.5	- 5.7	+ 38.9
Family Clothing	+ 28.3	+ 26.4	+ 34.0	+ 38.8	+ 14.3	- 19.7	+ 3.5	+ 21.0
Women's Clothing.....	+ 16.7	+ 20.3	+ 2.2	+ 24.7	+ 6.3	- 13.1	+ 4.2	+ 53.8
Shoe.....	+ 7.2	+ 27.6	- 18.2	+ 13.2	+ 28.4	(b)	+ 24.3	+ 44.9
Hardware	+ 31.3	+ 39.5	+ 29.0	+ 33.6	+ 25.4	+ 10.6	+ 27.3	+ 52.5
Lumber & Building Material....	+ 18.1	+ 17.5	+ 41.4	+ 3.2	+ 30.6	- 11.5	+ 7.5	+ 76.6
Furniture.....	+ 27.6	+ 29.9	+ 43.7	+ 20.1	(b)	(b)	+ 1.7	+ 55.6
Appliance and Radio.....	+ 24.7	(b)	(b)	+ 15.3	(b)	(b)	(b)	+ 51.9
Restaurant	+ 7.0	+ 34.6	+ 4.3	+ 7.6	+ 5.4	- 7.6	+ 7.8	+ 9.0
Fuel	- 0.4	- 10.6	- 6.2	+ 6.1	+ 14.7	- 15.6	(b)	- 6.2
Drug.....	- 2.6	+ 7.5	+ 2.8	+ 1.7	- 13.3	+ 9.7	+ 5.2	+ 8.3
Jewellery	+ 16.7	+ 10.6	+ 10.8	+ 16.0	(b)	(b)	(b)	+ 26.2
Tobacco.....	- 13.7	(b)	- 12.7	- 18.5	(b)	(b)	(b)	(b)
All Others.....	+ 12.8	+ 6.0	+ 20.9	+ 6.5	+ 18.3	+ 18.6	+ 1.2	+ 31.1

(b) Not available

Department Store Sales and Stocks

March 1953 and March 1954

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	March 1953	March 1954	Change 1954/53	Feb. 28 1953	Feb. 28 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	78,356	80,249	+ 2.4	229,942	233,467	+ 1.5
1. Women's and Misses' Dresses	2,660	2,686	+ 1.0	5,238	4,857	- 7.3
2. Women's and Misses' Coats and Suits	4,102	3,310	- 19.3	5,367	5,046	- 6.0
3. Women's and Misses' Sportswear	1,718	1,720	+ 0.1	5,402	5,862	+ 8.5
4. Furs	863	745	- 13.7	3,890	3,829	- 1.6
5. Girls' and Infants' Wear	4,551	4,099	- 9.9	11,067	10,637	- 3.9
6. Lingerie and Corsets	3,006	3,172	+ 5.5	8,635	8,559	- 0.9
7. Aprons, Housedresses and Uniforms	592	498	- 15.9	1,085	1,020	- 6.0
8. Millinery	1,211	1,019	- 15.9	1,483	1,385	- 6.6
9. Hosiery and Apparel Accessories	3,195	2,887	- 9.6	8,162	8,164	(a)
10. Women's, Misses' and Children's Shoes	3,713	3,527	- 5.0	14,487	13,865	- 4.3
Ladies' Apparel and Accessories.						
Total 1 - 10	25,611	23,663	- 7.6	64,816	63,224	- 2.5
11. Men's Clothing	(b)	(b)	(b)	(b)	(b)	(b)
12. Men's Furnishings	2,674	2,389	- 10.7	11,518	10,343	- 10.2
13. Boys' Clothing and Furnishings	2,359	2,025	- 14.2	6,871	6,389	- 7.0
14. Men's and Boys' Shoes	1,235	1,158	- 6.2	5,310	5,013	- 5.6
15. Food and Kindred Products	5,163	5,490	+ 6.3	4,135	4,614	+ 11.6
16. Toiletries, Cosmetics and Drugs	1,866	1,941	+ 4.0	5,123	5,115	- 0.2
17. Photographic Equipment and Supplies ..	225	235	+ 4.4	875	927	+ 5.9
18. Piece Goods	2,263	2,355	+ 4.1	8,934	8,240	- 7.8
19. Linens and Domestics	2,422	2,412	- 0.4	9,746	8,758	- 10.1
20. Smallwares	1,604	1,662	+ 3.6	5,660	5,680	+ 0.4
21. China and Glassware	805	814	+ 1.1	7,416	6,826	- 8.0
22. Home Furnishings	5,276	5,582	+ 5.8	21,138	21,619	+ 2.3
23. Furniture	4,497	4,849	+ 7.8	14,676	13,741	- 6.4
24. Major Appliances	3,213	4,437	+ 38.1	8,487	9,512	+ 12.1
25. Radio and Music	1,393	2,026	+ 45.4	4,772	6,103	+ 27.9
26. Hardware and Housewares	4,600	5,197	+ 13.0	13,318	15,280	+ 14.7
27. Jewellery	1,183	1,167	- 1.4	7,422	7,181	- 3.8
28. Sporting Goods and Luggage	1,756	1,857	+ 5.8	9,125	10,623	+ 16.4
29. Stationery, Books and Magazines	1,112	1,201	+ 8.0	3,596	3,896	+ 8.3
30. All Other Departments	6,141	6,748	+ 9.9	9,178	10,630	+ 15.8

(a) Unchanged

(b) Not available

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

11

January-to-March 1953 and January-to-March 1954

Department	SALES		
	Jan.-to-March 1953	Jan.-to-March 1954	Change 1954/1953
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	207,531	209,170	+ 0.8
1. Women's and Misses' Dresses.....	6,355	6,193	- 2.5
2. Women's and Misses' Coats and Suits	7,050	6,166	- 12.5
3. Women's and Misses' Sportswear	4,713	4,702	- 0.2
4. Furs.....	3,580	3,440	- 3.9
5. Girls' and Infants' Wear	9,103	8,824	- 3.1
6. Lingerie and Corsets	8,442	8,592	+ 1.8
7. Aprons, Housedresses and Uniforms	1,526	1,398	- 8.4
8. Millinery	2,180	1,950	- 10.6
9. Hosiery and Apparel Accessories.....	7,665	7,131	- 7.0
10. Women's, Misses' and Children's Shoes	7,992	7,734	- 3.2
Ladies' Apparel and Accessories.			
Total 1 - 10	58,606	56,130	- 4.2
11. Men's Clothing.....	(b)	(b)	(b)
12. Men's Furnishings.....	7,369	6,663	- 9.6
13. Boys' Clothing and Furnishings	4,840	4,483	- 7.4
14. Men's and Boys' Shoes.....	3,031	3,027	- 0.1
15. Food and Kindred Products	15,240	15,311	+ 0.5
16. Toiletries, Cosmetics and Drugs	5,715	5,726	+ 0.2
17. Photographic Equipment and Supplies	638	658	+ 3.1
18. Piece Goods.....	6,720	6,674	- 0.7
19. Linens and Domestic	9,366	8,802	- 6.0
20. Smallwares	4,970	4,960	- 0.2
21. China and Glassware	2,446	2,343	- 4.2
22. Home Furnishings	14,108	13,855	- 1.8
23. Furniture.....	14,509	14,895	+ 2.7
24. Major Appliances.....	9,324	11,159	+ 19.7
25. Radio and Music	4,455	5,848	+ 31.3
26. Hardware and Housewares	11,865	12,769	+ 7.6
27. Jewellery	3,434	3,323	- 3.2
28. Sporting Goods and Luggage	4,253	4,470	+ 5.1
29. Stationery, Books and Magazines	3,405	3,585	+ 5.3
30. All Other Departments	16,296	17,182	+ 5.4

(b) Not available

63-005



CANADA

RETAIL TRADE

APRIL, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
8-6-54

Price: \$2.00 per year

Vol. XXVI—No. 4

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

RETAIL TRADE

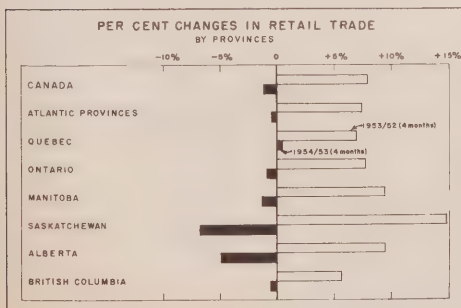
Total sales of retail stores in Canada are estimated at \$1,031,528,000 for April 1954, showing a fairly normal seasonal increase. This total, however, was 1.3% below the April sales of 1953. Sales for the first four months of this year totalled \$3,575,001,000, or 1.2% below the same period of last year.

Sales in the eastern part of the country were higher this April than last, with Ontario showing no change. The western provinces all reported decreases in sales; Manitoba 4.7%, Saskatchewan 15.6%, Alberta 6.1% and British Columbia 5.0%.

Substantial declines in sales for appliance and radio stores (11.8%), lumber and building materials (11.6%) and motor vehicle dealers (11.2%) attributed to the slight all trade decrease. Reduced sales in the clothing trades in the western provinces together with the above three trades were

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u> \$'000	<u>1954</u> \$'000	<u>% Change</u> <u>1954/1953</u>
January.....	839,398	805,838	- 4.0
February	803,608	802,843	- 0.1
March	931,476	934,792	+ 0.4
April	1,045,145	1,031,528	- 1.3
Total	3,619,627	3,575,001	- 1.2



mainly responsible for the pronounced difference in percentage change between the east and west. Thirteen of the selected kinds of business showed greater sales for Canada total in April this year than last.

More important increases were fuel (13.2%), variety (10.2%), department (7.9%) and grocery and combination (6.8%).

Department store sales were \$86,550,000 in April, a gain of 7.9% over last April, while inventories on hand at the first of the month, at \$250,898,000 were 4.2% above those of a year ago.

For the selected trades shown below, chain stores generally showed more favourable sales experiences during the first four months of this year in relation to last year than did independent stores.

Percentage Changes in Selected Retail Trades

January to April 1954 over January to April 1953

Chains and Independents

Canada

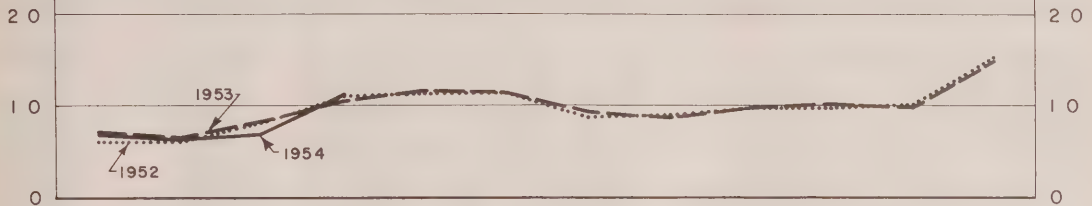
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 5.4	+ 11.8	+ 1.6
Family Clothing	- 4.2	- 0.4	- 4.9
Women's Clothing	- 3.6	+ 2.4	- 5.1
Shoe	- 3.2	- 1.7	- 4.0
Lumber and Building Material	- 7.6	- 4.9	- 8.3
Furniture	- 5.2	- 8.7	- 4.0
Appliance and Radio	- 3.9	+ 1.4	- 5.1
Restaurant	- 2.4	- 3.4	- 2.4
Drug	- 0.1	+ 1.5	- 0.3
Jewellery	- 0.7	- 0.2	- 0.9

MONTHLY SALES APPAREL STORES

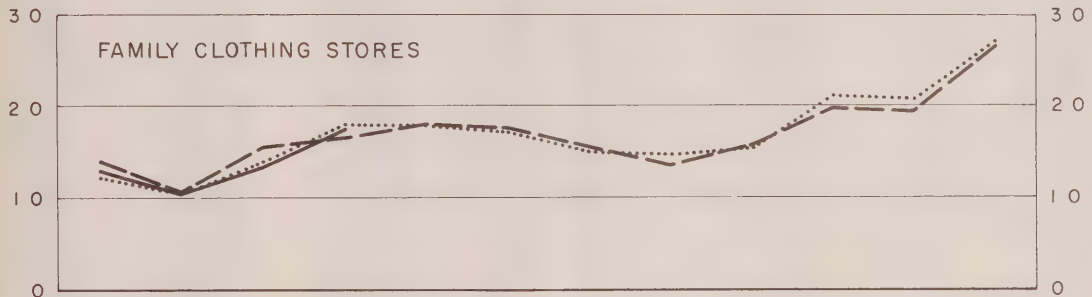
MILLION
DOLLARS
3 0

MILLION
DOLLARS
3 0

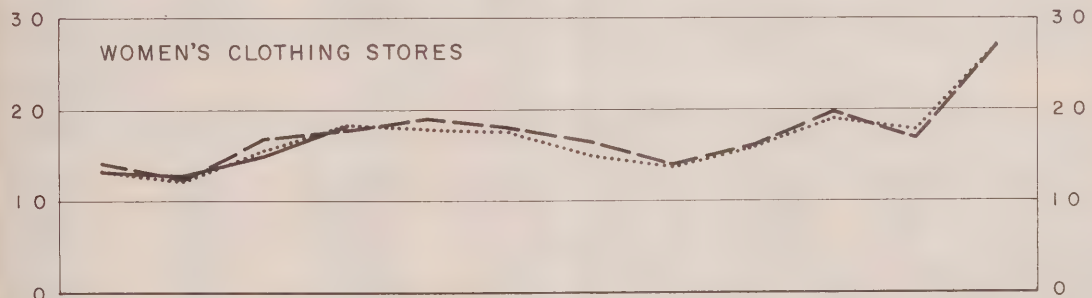
SHOE STORES



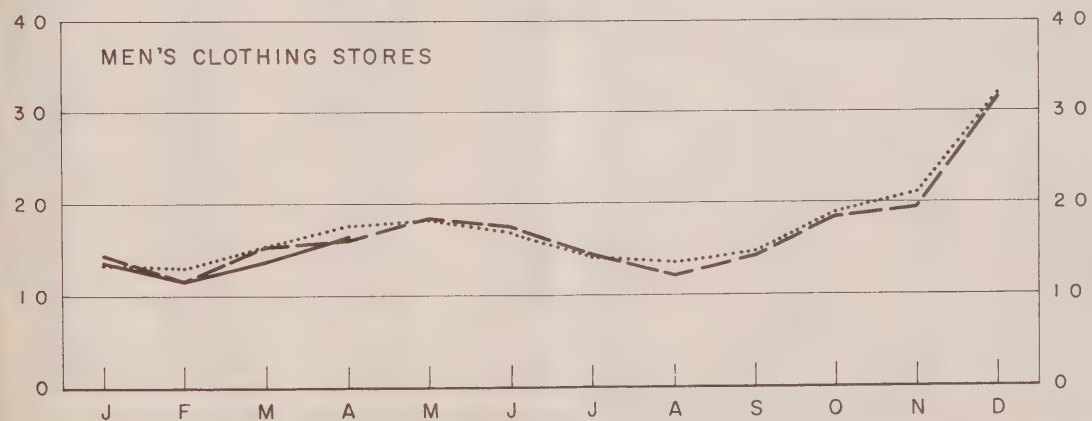
FAMILY CLOTHING STORES



WOMEN'S CLOTHING STORES



MEN'S CLOTHING STORES



April, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES.....	1,031,528	177,230	854,298	88,465
2	Grocery and Combination.....	182,336	70,107	112,228	17,648
3	Meat.....	14,489	614	13,875	(b)
4	General.....	41,897	2,926	38,972	8,603
5	Department.....	86,550	-	86,550	6,827
6	Variety.....	19,084	16,021	3,063	1,824
7	Motor Vehicle.....	227,789	2,342	225,447	19,272
8	Garage & Filling Station.....	45,598	304	45,294	3,176
9	Men's Clothing.....	16,465	2,452	14,013	1,052
10	Family Clothing.....	17,618	2,756	14,862	2,452
11	Women's Clothing.....	18,270	4,060	14,210	903
12	Shoe.....	11,345	3,964	7,382	807
13	Hardware.....	19,270	1,016	18,254	1,157
14	Lumber & Building Material.....	26,739	5,075	21,664	1,112
15	Furniture.....	15,238	3,627	11,611	901
16	Appliance & Radio.....	19,454	4,145	15,309	(b)
17	Restaurant.....	35,864	2,354	33,510	1,900
18	Fuel.....	14,351	280	14,071	1,106
19	Drug.....	22,767	2,959	19,809	1,574
20	Jewellery.....	7,827	2,107	5,720	453
21	Tobacco.....	7,526	1,250	6,276	(b)
22	All Others.....	181,051	48,871	132,178	15,794
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	55,332	6,991	48,341	68,693
24	Grocery & Combination.....	8,275	2,858	5,418	7,711
25	Meat.....	502	-	502	692
26	General.....	3,450	248	3,202	5,267
27	Department.....	7,905	-	7,905	4,749
28	Variety.....	470	448	22	670
29	Motor Vehicle.....	13,143	(a)	(a)	19,486
30	Garage & Filling Station.....	1,884	(a)	(a)	2,654
31	Men's Clothing.....	366	70	295	655
32	Family Clothing.....	594	(a)	(a)	627
33	Women's Clothing.....	585	140	445	784
34	Shoe.....	330	60	270	(b)
35	Hardware.....	905	(a)	(a)	2,209
36	Lumber & Building Material.....	2,399	490	1,909	2,351
37	Furniture.....	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	1,941	126	1,815	2,935
40	Fuel.....	478	-	478	558
41	Drug.....	1,369	(a)	(a)	1,418
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	8,805	2,009	6,796	13,711

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

April, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
13,081	75,384	252,987	38,822	214,165	388,791	82,191	306,600	1
2,479	15,169	51,783	15,422	36,361	70,227	38,335	31,893	2
(b)	(b)	4,208	-	4,208	5,475	532	4,943	3
620	7,983	7,506	628	6,878	7,190	505	6,685	4
-	6,827	16,251	-	16,251	29,051	-	29,051	5
1,621	203	5,696	4,503	1,193	8,386	7,363	1,023	6
(a)	(a)	56,251	(a)	(a)	83,292	773	82,519	7
(a)	(a)	8,831	(a)	(a)	19,671	(a)	(a)	8
(a)	(a)	4,919	440	4,480	7,083	1,468	5,614	9
248	2,204	6,848	1,547	5,301	5,204	766	4,438	10
153	750	5,265	1,121	4,144	7,502	1,748	5,754	11
(a)	(a)	3,958	1,166	2,792	4,601	2,207	2,395	12
(a)	(a)	3,927	588	3,339	7,198	217	6,982	13
-	1,112	4,905	(a)	(a)	9,761	1,025	8,736	14
(a)	(a)	5,940	1,874	4,066	6,134	1,335	4,799	15
(b)	(b)	(b)	(b)	(b)	8,947	1,448	7,500	16
(a)	(a)	8,131	643	7,488	13,748	976	12,772	17
-	1,106	4,016	-	4,016	7,089	280	6,809	18
139	1,436	4,496	358	4,138	9,847	1,442	8,405	19
109	343	2,350	433	1,917	3,002	912	2,090	20
(a)	(a)	1,896	376	1,520	4,641	(a)	(a)	21
6,092	9,702	42,298	7,781	34,518	70,742	20,287	50,455	22
Saskatchewan			Alberta			British Columbia		
7,433	61,260	78,573	11,586	66,987	98,691	17,128	81,563	23
1,918	5,793	10,148	3,579	6,569	16,543	5,517	11,026	24
(a)	(a)	1,195	(a)	(a)	1,729	(a)	(a)	25
(a)	(a)	5,589	(a)	(a)	4,293	(a)	(a)	26
-	4,749	8,366	-	8,366	13,401	-	13,401	27
554	117	1,028	803	225	1,010	730	280	28
(a)	(a)	17,581	(a)	(a)	18,765	(a)	(a)	29
-	2,654	5,091	-	5,091	4,291	(a)	(a)	30
(a)	(a)	1,320	218	1,102	1,071	(a)	(a)	31
(a)	(a)	868	(a)	(a)	1,024	(a)	(a)	32
162	622	1,289	226	1,063	1,942	510	1,432	33
(a)	(a)	506	134	372	888	150	738	34
-	2,209	1,876	(a)	(a)	1,998	(a)	(a)	35
1,248	1,103	3,376	1,784	1,592	2,835	(a)	(a)	36
(b)	(b)	737	-	737	877	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	2,030	392	1,638	38
(a)	(a)	2,618	67	2,551	4,591	484	4,107	39
-	558	(b)	(b)	(b)	1,075	-	1,075	40
(a)	(a)	1,681	292	1,389	2,382	565	1,817	41
(a)	(a)	(b)	(b)	(b)	832	285	547	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,505	11,206	13,005	3,499	9,506	16,697	6,699	9,997	44

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

April 1954 Over April 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.3	+ 4.1	+ 3.6	(c)	- 4.7	- 15.6	- 6.1	- 5.0
Grocery & Combination.....	+ 6.8	+ 5.8	+ 5.6	+ 8.5	+ 5.9	+ 9.9	+ 7.4	+ 3.6
Meat.....	+ 5.8	(b)	+ 8.3	+ 4.6	+ 9.6	+ 5.8	+ 8.1	+ 1.5
General	+ 0.2	- 1.1	- 0.5	+ 0.2	- 8.2	- 3.7	+ 10.3	+ 4.3
Department	+ 7.9	+ 4.0	+ 12.8	+ 11.4	- 1.3	- 7.6	+ 5.9	+ 10.7
Variety.....	+ 10.2	+ 7.5	+ 12.4	+ 11.6	+ 2.6	+ 4.2	+ 6.4	+ 4.2
Motor Vehicle	- 11.2	+ 0.2	+ 1.9	- 10.2	- 4.3	- 29.6	- 20.4	- 27.0
Garage & Filling Station	+ 1.6	+ 5.1	- 4.2	+ 3.2	- 10.1	+ 13.5	+ 3.1	+ 1.9
Men's Clothing.....	+ 1.4	+ 0.2	+ 6.4	+ 1.0	- 10.5	- 12.8	+ 4.3	- 5.0
Family Clothing	+ 6.1	+ 6.4	+ 9.1	+ 14.4	- 14.8	- 22.7	- 3.0	- 3.8
Women's Clothing.....	+ 2.6	+ 5.9	+ 6.5	+ 5.5	- 8.7	- 3.3	- 6.3	- 6.1
Shoe.....	+ 6.6	+ 1.6	+ 11.0	+ 8.4	- 3.8	(b)	- 4.5	+ 0.5
Hardware	- 2.7	+ 2.1	- 1.2	+ 2.3	- 7.5	- 18.8	- 11.8	+ 8.3
Lumber & Building Material...	- 11.6	+ 0.6	- 12.6	- 10.9	- 9.4	- 28.0	- 10.5	- 1.3
Furniture.....	- 1.6	- 7.9	+ 6.8	- 4.8	(b)	(b)	- 17.8	- 5.2
Appliance and Radio.....	- 11.8	(b)	(b)	- 11.3	(b)	(b)	(b)	- 18.0
Restaurant	- 0.3	+ 4.2	- 3.2	+ 1.6	- 7.7	+ 18.7	- 11.4	- 2.0
Fuel	+ 13.2	+ 14.6	+ 16.9	+ 9.1	+ 28.5	+ 50.8	(b)	+ 6.1
Drug.....	+ 3.5	+ 5.6	- 0.2	+ 5.5	+ 1.3	+ 3.6	+ 4.7	+ 2.1
Jewellery	- 0.8	+ 4.9	+ 14.3	- 7.9	(b)	(b)	(b)	- 5.2
Tobacco.....	+ 5.1	(b)	+ 7.1	+ 6.0	(b)	(b)	(b)	(b)
All Others.....	- 2.5	+ 8.9	+ 3.2	- 1.7	- 13.1	- 21.3	- 8.0	+ 1.0

(b) Not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to April 1954

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	3,575,001	296,951	833,461	1,386,964	197,704	210,803	275,564	373,569
Grocery & Combination	696,442	68,249	195,665	273,420	30,948	27,465	38,154	62,540
Meat	54,674	(b)	15,125	21,807	1,668	2,340	4,517	6,864
General	150,434	31,607	25,861	26,313	12,990	18,666	18,220	16,776
Department	295,720	21,048	53,808	98,083	27,844	16,203	29,743	48,991
Variety	58,104	5,444	16,668	25,978	1,436	2,142	3,181	3,255
Motor Vehicle	695,467	52,300	142,316	262,052	45,340	56,232	59,721	77,507
Garage & Filling Station	160,473	11,784	30,365	69,707	6,128	7,815	19,007	15,669
Men's Clothing	55,518	3,347	15,254	24,482	1,486	2,435	4,380	4,136
Family Clothing	54,292	7,402	20,341	16,313	2,026	2,220	3,016	2,974
Women's Clothing	59,188	2,927	16,316	24,760	1,776	2,526	3,972	6,911
Shoe	31,588	2,398	9,431	13,467	912	(b)	1,540	3,033
Hardware	62,038	3,391	12,228	23,273	3,107	6,664	6,687	6,690
Lumber & Building Material	92,086	3,468	14,828	33,794	9,036	8,837	11,919	10,204
Furniture	51,250	2,761	17,417	22,495	(b)	(b)	3,001	3,605
Appliance & Radio	85,673	(b)	(b)	45,234	(b)	(b)	(b)	9,974
Restaurant	128,827	6,875	30,862	49,976	6,882	9,409	9,451	15,373
Fuel	87,997	6,111	27,495	42,357	3,095	2,804	(b)	5,965
Drug	87,883	5,822	18,090	37,606	5,472	5,402	6,450	9,041
Jewellery	28,820	1,578	7,019	12,445	(b)	(b)	(b)	3,258
Tobacco	28,435	(b)	7,118	17,531	(b)	(b)	(b)	(b)
All Others	610,092	53,836	144,289	245,871	29,477	32,937	44,530	59,155

(b) Not available

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to April 1954 Over January to April 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.2	- 0.5	+ 0.4	- 0.9	- 1.3	- 6.8	- 4.9	- 0.5
Grocery & Combination.....	+ 5.4	+ 2.6	+ 4.5	+ 7.6	+ 3.1	+ 11.2	+ 4.3	+ 1.2
Meat.....	+ 4.5	(b)	+ 9.3	+ 3.6	+ 7.3	+ 5.8	+ 4.9	- 1.5
General	+ 0.4	+ 0.6	- 0.4	- 1.0	- 0.9	- 1.4	+ 2.4	+ 4.1
Department	+ 2.8	- 1.6	+ 4.1	+ 3.6	- 1.1	- 4.6	+ 1.1	+ 8.0
Variety	+ 2.0	+ 0.5	+ 2.9	+ 2.6	- 0.7	+ 1.7	+ 0.4	- 2.0
Motor Vehicle.....	- 9.8	- 7.8	- 4.3	- 11.6	- 1.0	- 17.0	- 13.0	- 10.7
Garage & Filling Station	+ 3.5	+ 2.8	+ 1.4	+ 2.9	- 0.9	+ 12.3	+ 6.8	+ 4.7
Men's Clothing.....	- 3.6	- 4.6	- 7.9	- 0.3	- 7.0	- 5.8	- 2.6	- 4.0
Family Clothing	- 4.2	- 4.9	- 2.8	- 3.4	- 6.9	- 13.2	- 7.3	- 3.7
Women's Clothing.....	- 3.6	+ 1.3	+ 0.7	- 3.7	- 7.2	- 6.2	- 10.0	- 8.5
Shoe.....	- 3.2	(c)	- 5.8	- 2.2	- 4.7	(b)	- 1.2	- 1.7
Hardware	- 1.2	- 3.7	- 4.0	+ 0.4	- 0.6	- 3.6	- 7.2	+ 9.2
Lumber & Building Material....	- 7.6	- 14.4	- 14.6	- 6.1	+ 0.6	- 9.4	- 14.2	+ 5.6
Furniture.....	- 5.2	- 0.8	- 3.5	- 6.7	(b)	(b)	- 16.3	+ 9.6
Appliance and Radio.....	- 3.9	(b)	(b)	- 1.0	(b)	(b)	(b)	+ 10.6
Restaurant	- 2.4	- 0.1	- 2.3	- 0.2	- 8.7	+ 6.6	- 13.7	- 4.9
Fuel	+ 11.9	- 2.2	+ 13.9	+ 13.0	+ 5.8	+ 18.6	(b)	+ 12.6
Drug.....	- 0.1	+ 0.1	- 3.0	+ 1.1	- 2.0	+ 5.9	- 0.2	- 1.1
Jewellery	- 0.7	+ 1.6	+ 4.3	- 3.0	(b)	(b)	(b)	- 0.8
Tobacco.....	- 1.1	(b)	+ 4.2	- 2.4	(b)	(b)	(b)	(b)
All Others.....	- 1.0	+ 3.9	+ 2.2	- 0.9	- 4.3	- 14.3	- 5.7	+ 1.5

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

April 1954 Over March 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 10.3	+ 13.3	+ 13.4	+ 12.7	+ 8.0	+ 30.6	+ 8.8	- 12.5
Grocery & Combination.....	+ 4.5	+ 4.1	+ 5.5	+ 2.5	+ 4.1	+ 13.1	+ 6.9	+ 6.1
Meat.....	+ 9.0	(b)	+ 12.6	+ 6.8	+ 24.6	+ 24.0	- 1.1	+ 0.3
General	+ 8.4	- 1.0	+ 12.3	+ 12.0	+ 3.5	+ 15.2	+ 31.0	- 8.3
Department	+ 7.9	+ 15.5	+ 10.5	+ 12.6	+ 4.0	+ 15.0	+ 9.3	- 7.2
Variety	+ 31.8	+ 30.5	+ 35.4	+ 31.6	+ 32.4	+ 26.7	+ 26.3	+ 25.2
Motor Vehicle	+ 11.8	+ 22.1	+ 21.9	+ 26.6	+ 9.8	+ 22.6	- 3.3	- 37.6
Garage & Filling Station	+ 16.8	+ 2.9	+ 27.4	+ 21.1	+ 29.8	+ 35.3	+ 6.7	- 6.6
Men's Clothing.....	+ 19.7	+ 35.2	+ 21.8	+ 18.0	+ 14.0	+ 24.1	+ 40.0	- 6.9
Family Clothing	+ 31.7	+ 36.8	+ 30.6	+ 24.5	+ 32.6	+ 42.8	+ 28.2	+ 71.0
Women's Clothing.....	+ 22.9	+ 22.7	+ 28.4	+ 22.5	+ 38.0	+ 49.3	+ 40.6	- 4.9
Shoe.....	+ 64.8	+ 27.3	+ 135.6	+ 54.2	+ 58.7	(b)	+ 33.9	+ 9.2
Hardware	+ 18.3	+ 34.4	+ 24.9	+ 19.7	+ 6.0	+ 38.2	+ 9.5	- 5.0
Lumber & Building Material....	+ 11.2	+ 18.6	+ 12.7	+ 24.3	+ 7.4	+ 18.0	+ 8.4	- 20.7
Furniture	+ 9.0	+ 48.2	+ 22.1	+ 1.6	(b)	(b)	- 7.5	- 31.0
Appliance and Radio.....	- 18.6	(b)	(b)	- 23.7	(b)	(b)	(b)	- 45.3
Restaurant	+ 12.1	- 4.6	+ 3.9	+ 11.5	+ 12.1	+ 42.3	+ 11.5	+ 23.7
Fuel	- 35.0	- 29.4	- 40.1	- 36.3	- 35.4	- 3.0	(b)	- 18.3
Drug.....	+ 4.3	+ 6.8	- 0.2	+ 7.5	+ 4.7	- 0.6	+ 2.7	+ 2.6
Jewellery	+ 0.5	+ 8.4	+ 29.0	- 11.1	(b)	(b)	(b)	- 9.2
Tobacco.....	+ 20.7	(b)	+ 18.6	+ 26.7	(b)	(b)	(b)	(b)
All Others.....	+ 17.7	+ 24.5	+ 11.9	+ 17.8	+ 11.4	+ 88.9	+ 16.0	- 1.1

(b) Not available

Department Store Sales and Stocks
April 1953 and April 1954

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	April	April	Change	March 31	March 31	Change
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	80,204	86,550	+ 7.9	240,712	250,898	+ 4.2
1. Women's and Misses' Dresses.....	2,957	3,111	+ 5.2	5,273	5,374	+ 1.9
2. Women's and Misses' Coats and Suits	3,705	4,098	+ 10.6	5,067	5,515	+ 8.8
3. Women's and Misses' Sportswear.....	1,874	1,993	+ 6.4	5,968	6,577	+ 10.2
4. Furs	395	484	+ 22.5	4,215	4,122	- 2.2
5. Girls' and Infants' Wear	4,479	5,042	+ 12.6	11,251	11,293	+ 0.4
6. Lingerie and Corsets	2,969	3,164	+ 6.6	9,225	9,529	+ 3.3
7. Aprons, Housedresses and Uniforms....	486	464	- 4.5	1,269	1,210	- 4.6
8. Millinery	1,162	1,414	+ 21.7	1,483	1,520	+ 2.5
9. Hosiery and Apparel Accessories	3,363	3,615	+ 7.5	8,355	8,999	+ 7.7
10. Women's, Misses' and Children's Shoes	3,964	4,271	+ 7.7	14,585	14,876	+ 2.0
Ladies' Apparel and Accessories.						
Total 1 - 10	25,354	27,656	+ 9.1	66,691	69,015	+ 3.5
11. Men's Clothing	2,718	3,236	+ 19.1	8,438	9,740	+ 15.4
12. Men's Furnishings	3,027	3,060	+ 1.1	12,619	12,474	- 1.1
13. Boys' Clothing and Furnishings	2,375	2,721	+ 14.6	7,121	7,041	- 1.1
14. Men's and Boys' Shoes	1,385	1,421	+ 2.6	5,510	5,323	- 3.4
15. Food and Kindred Products.....	4,963	5,767	+ 16.2	3,973	4,625	+ 16.4
16. Toiletries, Cosmetics and Drugs	1,802	1,931	+ 7.2	5,218	5,390	+ 3.3
17. Photographic Equipment and Supplies..	224	245	+ 9.4	897	898	+ 0.1
18. Piece Goods	1,960	2,061	+ 5.2	9,219	8,306	- 9.9
19. Linens and Domestic Goods	2,332	2,364	+ 1.4	10,002	9,571	- 4.3
20. Smallwares	1,573	1,615	+ 2.7	6,198	5,979	- 3.5
21. China and Glassware	876	884	+ 0.9	7,595	7,247	- 4.6
22. Home Furnishings	5,714	5,778	+ 1.1	22,070	22,794	+ 3.3
23. Furniture	4,828	4,825	- 0.1	16,002	14,978	- 6.4
24. Major Appliances	3,228	3,360	+ 4.1	8,909	9,472	+ 6.3
25. Radio and Music	1,151	1,412	+ 22.7	5,018	6,076	+ 21.1
26. Hardware and Housewares	5,495	5,898	+ 7.3	13,956	16,441	+ 17.8
27. Jewellery	1,186	1,276	+ 7.6	7,453	7,332	- 1.6
28. Sporting Goods and Luggage	2,527	2,553	+ 1.0	10,062	11,489	+ 14.2
29. Stationery, Books and Magazines.....	986	1,147	+ 16.3	3,805	4,162	+ 9.4
30. All Other Departments	6,500	7,340	+ 12.9	9,956	12,545	+ 26.0

Notes: The 1953 figures given in this table have been revised from those published a year ago to take into account full sample coverage.

63-005



CANADA

RETAIL TRADE

MAY, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
12-7-54

Price \$2.00 per year

Vol. XXVI—No. 5

R E T A I L T R A D E

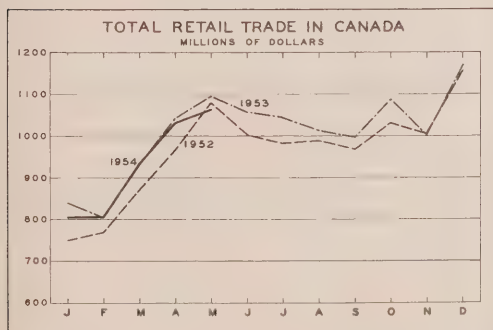
Canada's retail stores had estimated dollar sales of \$1,063,112,000 in May 1954, 3.2% less than in May 1953 but 3.1% higher than in April 1954. Cumulative sales for the first five months of 1954 equalled \$4,637,736,000 a decrease of 1.7% from the same period a year ago.

All regions except the Atlantic Provinces and Ontario reported lower sales than in May 1953. Manitoba, Saskatchewan, and Alberta showed the largest decreases of 6.8%, 12.0%, and 10.2%, respectively.

Total Retail Trade in Canada

<u>Period</u>	1953 \$'000	1954 \$'000	% Change 1954/1953
First Quarter	2,574,094	2,543,052	- 1.2
April	1,045,184	1,031,572	- 1.3
May	1,097,900	1,063,112	- 3.2
Total	4,717,178	4,637,736	- 1.7

Of the 20 separate breakdowns shown in this report, 14 reported lower sales this year than last. Motor vehicle dealers' sales indicated a



nation-wide decrease of 7.3%. The clothing trades in particular appear to have suffered heavy losses. During May 1954, men's clothing stores, family clothing stores, women's clothing stores, and shoe stores all reported lower sales when compared with either May 1953 or April 1954.

Department store sales for the month of May totalled \$85,168,000, 1.1% below the previous year. Their merchandise inventory on hand at April 30, was valued at \$255,254,000, 4.4% above last year.

Percentage Changes in Selected Retail Trades

January to May 1954 over January to May 1953

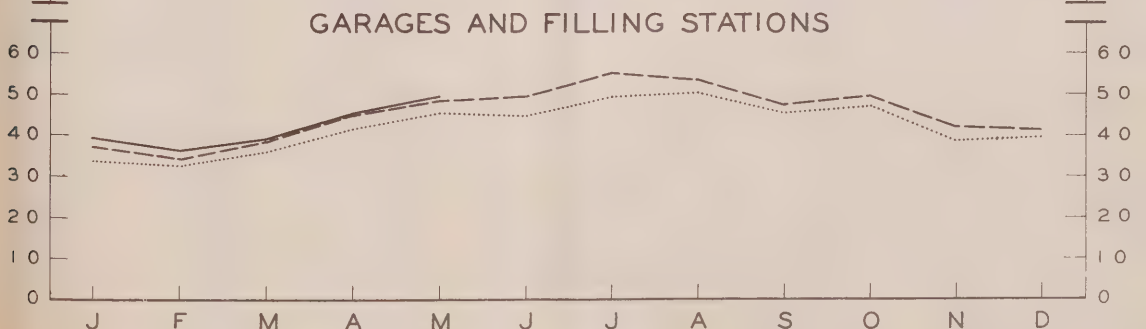
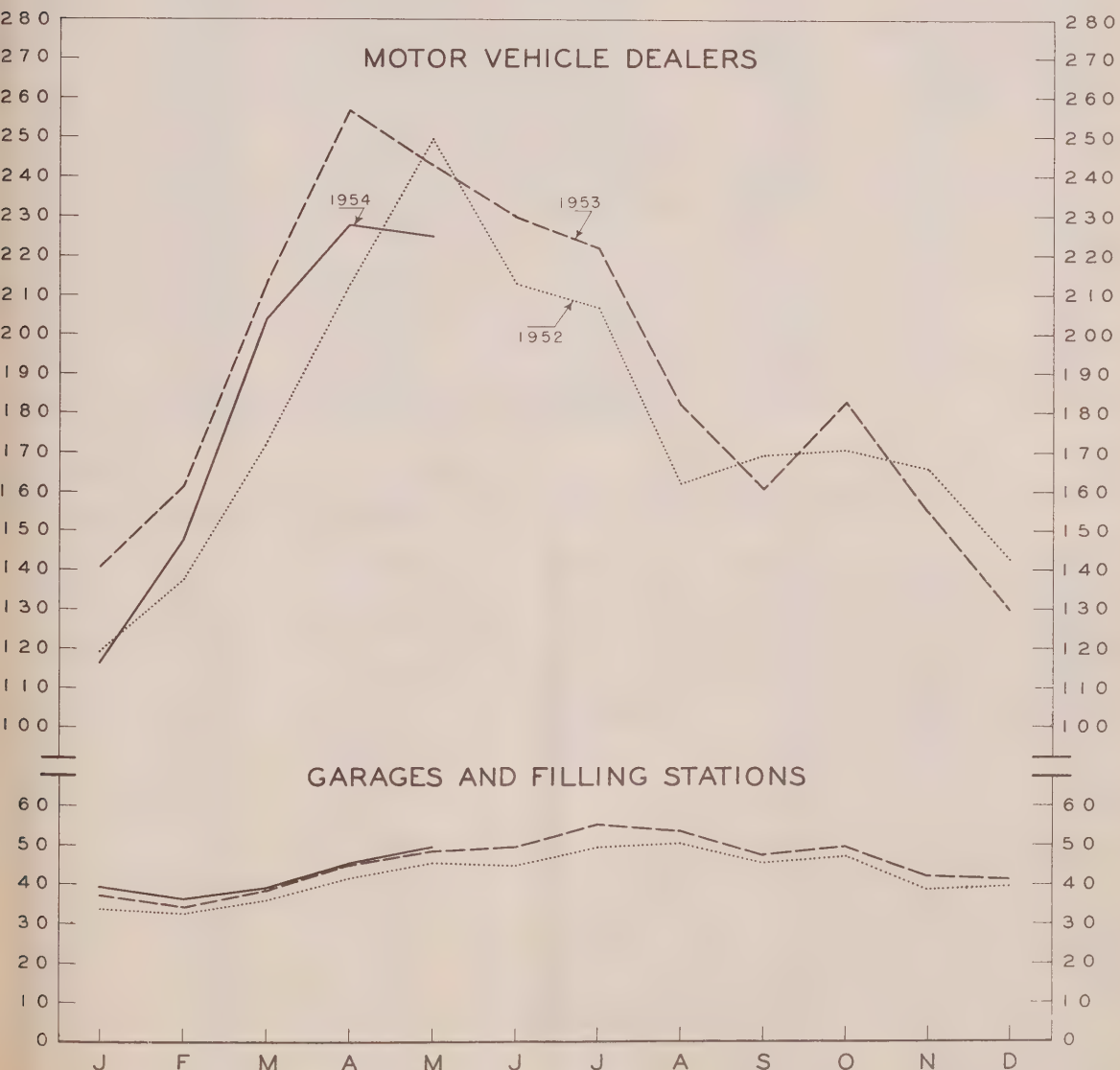
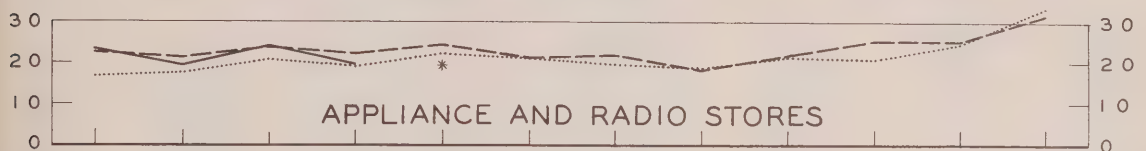
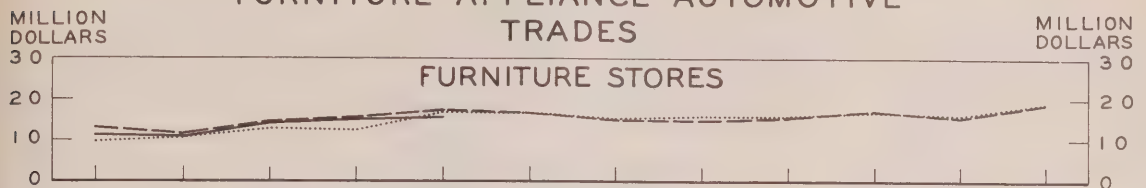
Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 4.8	+ 11.4	+ 1.0
Family Clothing	- 5.3	- 0.3	- 6.3
Women's Clothing	- 4.0	+ 1.7	- 5.5
Shoe	- 4.9	- 4.1	- 5.3
Lumber and Building Material	- 7.6	- 7.6	- 7.6
Furniture	- 6.2	- 10.1	- 4.9
Appliance and Radio	- 6.7	+ 1.0	- 8.4
Restaurant	- 2.3	- 3.0	- 2.2
Drug	+ 0.1	+ 1.4	- 0.1
Jewellery	+ 0.1	+ 0.3	(c)

(c) Unchanged.

MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES



* NOT AVAILABLE.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

May, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,063,112	188,028	875,084	94,400
2	Grocery and Combination	191,174	74,973	116,201	17,937
3	Meat	14,314	554	13,760	(b)
4	General	47,111	3,174	43,937	10,757
5	Department	85,168	-	85,168	7,334
6	Variety	18,589	15,617	2,972	1,898
7	Motor Vehicle	224,853	2,246	222,607	19,866
8	Garage & Filling Station	49,666	360	49,306	3,772
9	Men's Clothing	15,906	2,090	13,816	1,218
10	Family Clothing	16,440	2,782	13,658	2,422
11	Women's Clothing	18,032	4,214	13,818	979
12	Shoe	10,606	3,682	6,923	715
13	Hardware	22,917	1,260	21,657	1,298
14	Lumber & Building Material	34,263	8,023	26,240	1,210
15	Furniture	15,437	3,994	11,444	973
16	Appliance & Radio	(b)	(b)	(b)	(b)
17	Restaurant	36,942	2,379	34,563	1,834
18	Fuel	10,965	225	10,740	852
19	Drug	22,391	2,833	19,558	1,464
20	Jewellery	8,856	2,649	6,207	566
21	Tobacco	7,656	1,246	6,410	(b)
22	All Others	191,872	51,259	140,614	17,389
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	57,221	7,857	49,364	68,461
24	Grocery & Combination	8,837	3,068	5,769	7,433
25	Meat	523	-	523	682
26	General	3,979	286	3,694	5,574
27	Department	7,416	-	7,416	4,588
28	Variety	453	432	21	609
29	Motor Vehicle	12,659	(a)	(a)	18,942
30	Garage & Filling Station	2,107	(a)	(a)	2,877
31	Men's Clothing	390	64	326	571
32	Family Clothing	597	(a)	(a)	649
33	Women's Clothing	518	152	366	706
34	Shoe	328	58	270	(b)
35	Hardware	1,065	(a)	(a)	1,944
36	Lumber & Building Material	3,604	1,040	2,563	3,856
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio	(b)	(b)	(b)	(b)
39	Restaurant	2,182	132	2,051	2,301
40	Fuel	418	-	418	323
41	Drug	1,396	(a)	(a)	1,223
42	Jewellery	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others	9,127	2,107	7,021	13,714

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

May, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
13,970	80,430	251,677	40,847	210,830	410,292	86,871	323,421	1
2,688	15,248	55,546	16,753	38,793	74,563	41,097	33,466	2
(b)	(b)	3,925	-	3,925	5,541	475	5,066	3
615	10,143	8,644	720	7,924	8,489	596	7,893	4
-	7,334	15,543	-	15,543	27,599	-	27,599	5
1,687	211	5,645	4,463	1,183	8,166	7,169	997	6
(a)	(a)	48,599	(a)	(a)	86,293	800	85,493	7
(a)	(a)	9,396	(a)	(a)	23,008	(a)	(a)	8
(a)	(a)	4,511	306	4,205	6,960	1,347	5,613	9
364	2,058	6,040	1,535	4,506	4,830	702	4,128	10
150	829	4,924	1,037	3,887	6,956	1,844	5,112	11
(a)	(a)	3,337	1,054	2,283	4,478	2,034	2,444	12
(a)	(a)	5,027	726	4,301	9,201	279	8,923	13
-	1,210	6,283	(a)	(a)	12,881	2,253	10,628	14
(a)	(a)	5,871	2,276	3,595	6,487	1,314	5,172	15
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16
(a)	(a)	8,736	631	8,105	14,402	980	13,422	17
-	852	2,987	-	2,987	5,736	225	5,511	18
132	1,332	4,687	351	4,336	9,604	1,394	8,211	19
141	425	1,673	562	1,111	3,907	1,142	2,766	20
(a)	(a)	1,685	376	1,309	4,988	(a)	(a)	21
6,701	10,688	44,658	7,874	36,784	76,645	21,169	55,476	22
Saskatchewan		Alberta			British Columbia			
8,536	59,925	77,962	11,775	66,187	103,101	18,176	84,925	23
1,987	5,445	10,570	3,758	6,812	16,288	5,621	10,667	24
(a)	(a)	1,174	(a)	(a)	1,769	(a)	(a)	25
(a)	(a)	5,114	(a)	(a)	4,553	(a)	(a)	26
-	4,588	8,247	-	8,247	14,441	-	14,441	27
503	106	845	660	185	973	703	270	28
(a)	(a)	16,878	(a)	(a)	21,616	(a)	(a)	29
-	2,877	3,860	-	3,860	4,647	(a)	(a)	30
(a)	(a)	1,146	179	967	1,112	(a)	(a)	31
(a)	(a)	968	(a)	(a)	935	(a)	(a)	32
164	541	1,595	239	1,355	2,355	627	1,728	33
(a)	(a)	518	125	393	949	177	772	34
-	1,944	2,310	(a)	(a)	2,072	(a)	(a)	35
2,439	1,417	3,692	1,644	2,049	2,737	(a)	(a)	36
(b)	(b)	818	-	818	883	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	3,365	67	3,298	4,121	516	3,605	39
-	323	(b)	(b)	(b)	629	-	629	40
(a)	(a)	1,676	265	1,411	2,340	559	1,781	41
(a)	(a)	(b)	(b)	(b)	888	334	554	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,491	11,224	12,994	3,789	9,205	17,344	7,129	10,216	44

(Without Adjustment for Price Changes)

May 1954 Over May 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 3.2	+ 1.4	- 3.7	(c)	- 6.8	- 12.0	- 10.2	- 3.7
Grocery & Combination.....	+ 2.9	+ 0.8	+ 2.0	+ 5.2	+ 2.4	+ 3.7	+ 3.2	- 1.6
Meat.....	- 0.9	(b)	+ 1.4	- 3.1	+ 1.6	- 1.4	- 4.2	- 1.0
General	- 2.3	+ 1.3	- 1.0	- 1.2	- 6.0	- 9.1	- 5.0	(c)
Department	- 1.1	+ 4.0	- 0.9	- 4.1	- 6.6	- 8.5	- 1.0	+ 8.7
Variety	- 0.4	- 0.2	- 1.7	+ 1.2	- 3.4	+ 1.2	- 2.8	- 3.8
Motor Vehicle	- 7.3	- 1.2	- 4.6	- 1.7	- 8.2	- 18.0	- 22.4	- 13.4
Garage & Filling Station	+ 2.3	+ 14.8	- 4.8	+ 6.7	+ 2.2	+ 2.0	- 16.5	+ 7.4
Men's Clothing.....	- 13.7	- 6.7	- 12.1	- 14.4	- 14.1	- 25.3	- 15.6	- 13.3
Family Clothing	- 8.9	- 4.7	- 10.6	- 6.3	- 16.5	- 17.8	- 12.9	- 5.5
Women's Clothing.....	- 5.4	+ 5.6	- 0.2	- 9.4	- 11.8	- 2.2	- 5.3	- 7.0
Shoe.....	- 9.2	- 7.0	- 14.6	- 4.4	- 14.1	(b)	- 9.3	- 8.3
Hardware	- 7.1	- 7.7	- 10.6	- 0.7	- 9.9	- 15.8	- 13.3	- 6.9
Lumber & Building Material....	- 7.7	- 9.9	- 8.8	- 5.4	- 11.0	- 5.5	- 13.6	- 4.0
Furniture.....	- 9.5	- 8.0	- 15.4	- 3.0	(b)	(b)	- 11.0	- 12.6
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 1.7	- 5.4	+ 3.4	+ 0.1	- 6.4	- 3.8	- 14.1	- 0.9
Fuel	+ 1.4	- 8.2	+ 7.7	- 0.2	+ 10.0	+ 13.3	(b)	- 6.1
Drug.....	+ 0.9	+ 3.0	+ 1.1	+ 0.5	- 2.1	- 4.2	+ 2.9	+ 4.4
Jewellery	+ 2.7	+ 6.8	- 6.1	- 2.2	(b)	(b)	(b)	- 4.8
Tobacco.....	- 1.0	(b)	- 3.8	+ 0.3	(b)	(b)	(b)	(b)
All Others.....	- 2.5	+ 6.3	- 4.8	+ 3.5	- 12.4	- 20.5	- 6.0	- 3.7

(b) Not available (c) Unchanged.

Estimated Retail Trade -- By Provinces and Kinds of Business

January to May 1954

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	4,637,736	391,351	1,084,759	1,797,256	254,925	279,264	353,526	476,670
Grocery & Combination	887,616	86,186	251,211	347,983	39,785	34,898	48,724	78,828
Meat	68,988	(b)	19,050	27,348	2,191	3,022	5,691	8,633
General	197,545	42,364	34,505	34,802	16,969	24,240	23,334	21,329
Department	380,888	28,382	69,351	125,682	35,260	20,791	37,990	63,432
Variety	76,693	7,342	22,313	34,144	1,889	2,751	4,026	4,228
Motor Vehicle	920,320	72,166	190,915	348,345	57,999	75,174	76,599	99,123
Garage & Filling Station	210,139	15,556	39,761	92,715	8,235	10,692	22,867	20,316
Men's Clothing	71,424	4,565	19,765	31,442	1,876	3,006	5,526	5,248
Family Clothing	70,732	9,824	26,381	21,143	2,623	2,869	3,984	3,909
Women's Clothing	77,220	3,906	21,240	31,716	2,294	3,232	5,567	9,266
Shoe	* 41,817	3,113	12,389	17,945	1,240	(b)	2,058	3,982
Hardware	84,955	4,689	17,255	32,474	4,172	8,608	8,997	8,762
Lumber & Building Material	126,349	4,678	21,111	46,675	12,640	12,693	15,611	12,941
Furniture	66,687	3,734	23,288	28,982	(b)	(b)	3,819	4,488
Appliance & Radio	105,627	(b)	(b)	54,792	(b)	(b)	(b)	12,025
Restaurant	165,769	8,709	39,598	64,378	9,064	11,710	12,816	19,494
Fuel	98,962	6,963	30,482	48,093	3,513	3,127	(b)	6,594
Drug	110,274	7,286	22,777	47,210	6,868	6,625	8,126	11,381
Jewellery	37,676	2,144	8,692	16,352	(b)	(b)	(b)	4,146
Tobacco	36,091	(b)	8,803	22,519	(b)	(b)	(b)	(b)
All Others	801,964	71,225	188,947	322,516	38,604	46,651	57,524	76,499

(b) Not available

* A revision has been made in estimates of Shoe store sales.

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to May 1954 Over January to May 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.7	- 0.1	- 0.6	- 0.7	- 2.6	- 8.1	- 6.1	- 1.2
Grocery & Combination.....	+ 4.8	+ 2.2	+ 4.0	+ 7.0	+ 2.9	+ 9.5	+ 4.0	+ 0.6
Meat.....	+ 3.3	(b)	+ 7.6	+ 2.2	+ 5.8	+ 4.1	+ 2.9	- 1.4
General	- 0.3	+ 0.8	- 0.5	- 1.1	- 2.1	- 3.3	+ 0.7	+ 3.2
Department	+ 1.9	- 0.2	+ 3.0	+ 1.8	- 2.3	- 5.5	+ 0.6	+ 8.1
Variety.....	+ 1.4	+ 0.3	+ 1.7	+ 2.3	- 1.4	+ 1.6	- 0.2	- 2.4
Motor Vehicle.....	- 9.2	- 6.1	- 4.4	- 9.4	- 2.7	- 17.3	- 15.2	- 11.3
Garage & Filling Station	+ 3.2	+ 5.5	- 0.2	+ 3.8	- 0.1	+ 9.3	+ 2.0	+ 5.3
Men's Clothing.....	- 6.1	- 5.2	- 8.9	- 3.8	- 8.6	- 10.2	- 5.6	- 6.2
Family Clothing	- 5.3	- 4.8	- 4.7	- 4.1	- 9.2	- 14.3	- 8.7	- 4.1
Women's Clothing.....	- 4.0	+ 2.3	+ 0.5	- 5.0	- 8.2	- 5.3	- 8.7	- 8.1
Shoe.....	* - 4.9	- 1.7	* - 8.7	- 2.7	- 7.4	(b)	- 3.4	- 3.4
Hardware	- 2.9	- 4.9	- 6.0	+ 0.1	- 3.1	- 6.6	- 8.9	+ 4.9
Lumber & Building Material....	- 7.6	- 13.3	- 13.0	- 5.9	- 3.0	- 8.3	- 14.0	+ 3.4
Furniture.....	- 6.2	- 2.8	- 6.8	- 5.9	(b)	(b)	- 15.2	+ 4.4
Appliance and Radio.....	- 6.7	(b)	(b)	- 3.7	(b)	(b)	(b)	+ 6.5
Restaurant	- 2.3	- 1.3	- 1.1	- 0.1	- 8.1	+ 4.4	- 13.8	- 4.1
Fuel	+ 10.6	- 3.0	+ 13.2	+ 11.3	+ 6.3	+ 18.0	(b)	+ 10.5
Drug.....	+ 0.1	+ 0.6	- 2.2	+ 1.0	- 2.0	+ 3.9	+ 0.4	(c)
Jewellery	+ 0.1	+ 2.9	+ 2.2	- 2.8	(b)	(b)	(b)	- 1.7
Tobacco.....	- 1.1	(b)	+ 2.5	- 1.8	(b)	(b)	(b)	(b)
All Others.....	- 1.3	+ 4.5	+ 0.4	+ 0.1	- 6.4	- 16.2	- 5.8	+ 0.3

(b) Not available (c) Unchanged

* A revision has been made in estimates of Shoe store sales.

(Without Adjustment for Price Changes)

May 1954 Over April 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 3.1	+ 6.7	- 0.5	+ 5.5	+ 3.4	- 0.3	- 0.8	+ 4.5
Grocery & Combination.....	+ 4.8	+ 1.6	+ 7.3	+ 6.2	+ 6.8	- 3.6	+ 4.2	- 1.5
Meat.....	- 1.2	(b)	- 6.7	+ 1.2	+ 4.2	- 1.4	- 1.8	+ 2.3
General	+ 12.4	+ 25.0	+ 15.2	+ 18.1	+ 15.3	+ 5.8	- 8.5	+ 6.1
Department	- 1.6	+ 7.4	- 4.4	- 5.0	- 6.2	- 3.4	- 1.4	+ 7.8
Variety.....	- 2.6	+ 4.1	- 0.9	- 2.6	- 3.6	- 9.1	- 17.8	- 3.7
Motor Vehicle.....	- 1.3	+ 3.1	- 13.6	+ 3.6	- 3.7	- 2.8	- 4.0	+ 15.2
Garage & Filling Station	+ 8.9	+ 18.8	- 6.4	+ 17.0	+ 11.8	+ 8.4	- 24.2	+ 8.3
Men's Clothing.....	- 3.4	+ 15.8	- 8.3	- 1.7	+ 6.6	- 12.8	- 13.2	+ 3.8
Family Clothing	- 6.7	- 1.2	- 11.8	- 7.2	+ 0.5	+ 3.5	+ 11.5	- 8.7
Women's Clothing.....	- 1.3	+ 8.4	- 6.5	- 7.3	- 11.5	- 9.9	+ 23.7	+ 21.3
Shoe.....	- 6.5	- 11.4	- 15.7	- 2.7	- 0.6	(b)	+ 2.4	+ 6.9
Hardware	+ 18.9	+ 12.2	+ 28.0	+ 27.8	+ 17.7	- 12.0	+ 23.1	+ 3.7
Lumber & Building Material...	+ 28.1	+ 8.8	+ 28.1	+ 32.0	+ 50.2	+ 64.0	+ 9.4	- 3.5
Furniture.....	+ 1.3	+ 8.0	- 1.2	+ 5.8	(b)	(b)	+ 11.0	+ 0.7
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	+ 3.0	- 3.5	+ 7.4	+ 4.8	+ 12.4	- 21.6	+ 28.5	- 10.2
Fuel	- 23.6	- 23.0	- 25.6	- 19.1	- 12.6	- 42.1	(b)	- 41.5
Drug.....	- 1.7	- 7.0	+ 4.2	- 2.5	+ 2.0	- 13.8	- 0.3	- 1.8
Jewellery	+ 13.1	+ 24.9	- 28.8	+ 30.1	(b)	(b)	(b)	+ 6.7
Tobacco.....	+ 1.7	(b)	- 11.1	+ 7.5	(b)	(b)	(b)	(b)
All Others.....	+ 6.0	+ 10.1	+ 5.6	+ 8.3	+ 3.7	(c)	- 0.1	+ 3.9

(b) Not available (c) Unchanged.

Department Store Sales and Stocks

May 1953 and May 1954

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	May 1953	May 1954	Change 1954/53	April 30 1953	April 30 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	86,085	85,168	- 1.1	244,407	255,254	+ 4.4
1. Women's and Misses' Dresses	4,066	3,786	- 6.9	(b)	(b)	(b)
2. Women's and Misses' Coats and Suits	2,487	2,504	+ 0.7	4,844	4,701	- 3.0
3. Women's and Misses' Sportswear	2,379	2,346	- 1.4	6,285	7,126	+ 13.4
4. Furs	210	215	+ 2.4	4,381	4,268	- 2.6
5. Girls' and Infants' Wear	3,979	3,954	- 0.6	11,001	11,050	+ 0.4
6. Lingerie and Corsets	3,526	3,538	+ 0.3	9,304	10,041	+ 7.9
7. Aprons, Housedresses and Uniforms	656	525	- 20.0	(b)	(b)	(b)
8. Millinery	886	838	- 5.4	1,278	1,245	- 2.6
9. Hosiery and Apparel Accessories	3,310	3,119	- 5.8	8,442	8,931	+ 5.8
10. Women's, Misses' and Children's Shoes	4,388	4,329	- 1.3	14,418	14,858	+ 3.0
Ladies' Apparel and Accessories.						
Total 1 - 10	25,887	25,154	- 2.8	66,342	69,325	+ 4.5
11. Men's Clothing	2,664	2,708	+ 1.7	8,452	9,736	+ 15.2
12. Men's Furnishings	3,468	3,170	- 8.6	13,059	12,952	- 0.8
13. Boys' Clothing and Furnishings	2,075	1,941	- 6.5	7,018	6,732	- 4.1
14. Men's and Boys' Shoes	1,470	1,401	- 4.7	5,331	5,402	+ 1.3
15. Food and Kindred Products	5,059	5,299	+ 4.7	3,911	4,578	+ 17.1
16. Toiletries, Cosmetics and Drugs	1,903	1,893	- 0.5	5,248	5,538	+ 5.5
17. Photographic Equipment and Supplies ..	266	258	- 3.0	905	875	- 3.3
18. Piece Goods	2,082	1,965	- 5.6	9,254	8,720	- 5.8
19. Linens and Domestic Goods	2,581	2,492	- 3.4	10,003	10,009	+ 0.1
20. Smallwares	1,657	1,548	- 6.6	6,310	6,120	- 3.0
21. China and Glassware	1,063	973	- 8.5	8,017	7,519	- 6.2
22. Home Furnishings	6,057	5,915	- 2.3	22,203	23,517	+ 5.9
23. Furniture	5,789	5,624	- 2.9	16,780	15,508	- 7.6
24. Major Appliances	3,765	3,888	+ 3.3	9,053	10,472	+ 15.7
25. Radio and Music	1,292	1,426	+ 10.4	5,649	6,320	+ 11.9
26. Hardware and Housewares	6,777	6,865	+ 1.3	14,259	17,279	+ 21.2
27. Jewellery	1,382	1,308	- 5.4	7,755	7,407	- 4.5
28. Sporting Goods and Luggage	3,117	3,255	+ 4.4	10,884	11,955	+ 9.8
29. Stationery, Books and Magazines	965	986	+ 2.2	3,963	4,090	+ 3.2
30. All Other Departments	6,766	7,099	+ 4.9	10,011	11,200	+ 11.9

(b) Not available.

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

63-005



RETAIL TRADE

JUNE, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
11-8-54

Price: \$2.00 per year

Vol. XXVI—No. 6

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

R E T A I L T R A D E

Retail trade in Canada totalled an estimated \$1,052,422,000 in June 1954, fractionally lower than the sales of June 1953 and only 1.0% lower than sales in May 1954. Sales for the first six months of 1954, at \$5,690,158,000, were 1.5% below sales for the corresponding period of 1953. During the first half of the year, March was the only month for which sales were not below the level of 1953 and for that month the increase was very nominal.

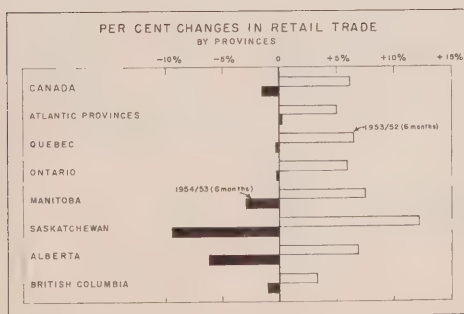
Total Retail Trade in Canada

<u>Period</u>	<u>1953</u>	<u>1954</u>	<u>% Change</u> <u>1954/1953</u>
	\$'000	\$'000	
January	839,420	805,861	- 4.0
February	803,167	802,374	- 0.1
March	931,507	934,817	+ 0.4
April	1,045,184	1,031,572	- 1.3
May	1,097,900	1,063,112	- 3.2
June	1,058,430	1,052,422	- 0.6
Total	5,775,608	5,690,158	- 1.5

Sales in the eastern provinces gained slightly over June 1953 with an Ontario increase of 2.3% the largest. Decreased sales of considerable proportions continued in

the Prairie Provinces; Saskatchewan sales were lower by 14.9%, Alberta 6.8% and Manitoba 4.5%.

Only 6 of the 20 specified trades showed increased sales in June 1954. Food store sales advanced consistently for all regions while



department and variety stores reported minor decreases in one or two western provinces. Motor vehicle dealers' sales declined in all regions except the Atlantic Provinces, recording the greatest drop in the west with Saskatchewan sales the lowest at 31.7% below June 1953.

During the first half of 1954, sales of motor vehicle dealers showed the greatest decline, (-8.7%) which was reflected in all regions of the country. Although many other trades were below 1953 in sales, motor vehicle dealers, with their greater volume of business, no doubt contributed largely to the over-all decline of 1.5%. Other large volume trades - food, department and variety stores - reported increased sales during the first half of the year.

June sales of department stores amounted to \$84,886,000 a gain of 6.2% above 1953. Inventory on hand at the end of May totalled \$251,481,000, 4.6% above last year.

Percentage Changes in Selected Retail Trades

January to June 1954 over January to June 1953

Chains and Independents

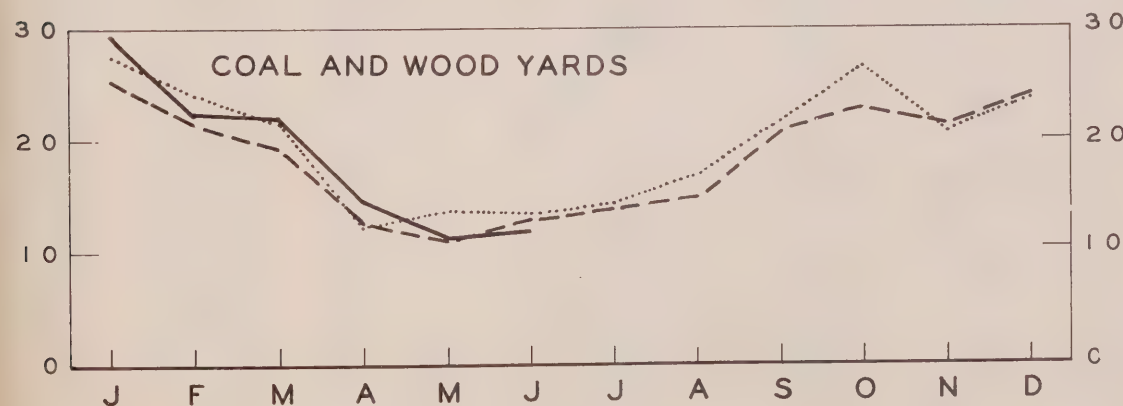
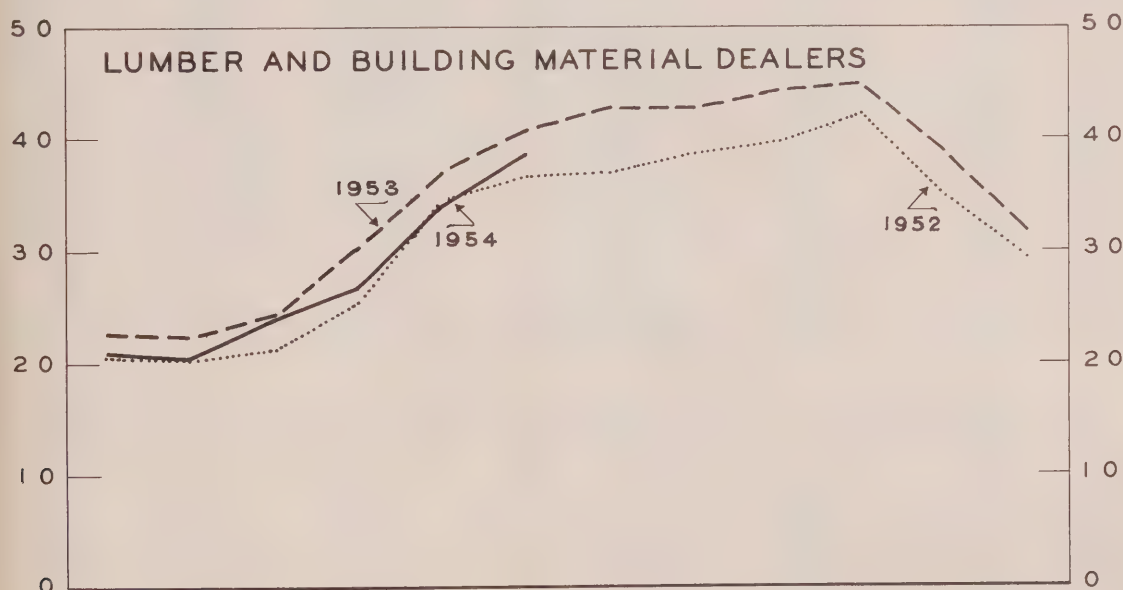
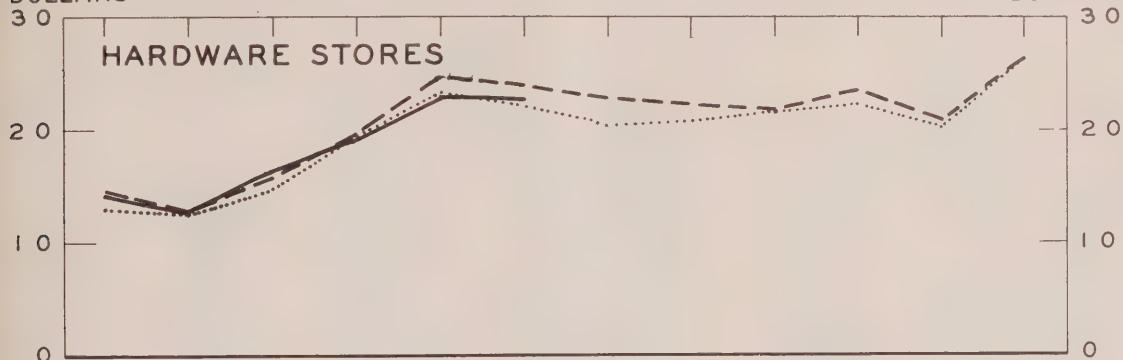
Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 5.0	+ 11.7	+ 1.1
Family Clothing	- 4.1	+ 0.7	- 5.0
Women's Clothing	- 3.8	+ 2.6	- 5.5
Shoe	- 4.5	- 3.3	- 5.2
Lumber and Building Material ..	- 7.1	- 8.3	- 6.8
Furniture	- 5.6	- 5.7	- 5.6
Restaurant	- 2.5	- 3.1	- 2.4
Drug	+ 0.3	+ 1.3	+ 0.2
Jewellery	- 0.9	+ 1.2	- 1.8

MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

MILLION
DOLLARS

MILLION
DOLLARS



4 Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

June, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,052,422	182,778	869,644	91,256
2	Grocery and Combination.....	190,611	71,122	119,490	17,614
3	Meat	14,864	520	14,344	(b)
4	General	45,888	3,192	42,697	9,239
5	Department	84,886	-	84,886	7,105
6	Variety.....	19,138	16,078	3,060	1,896
7	Motor Vehicle	214,238	2,251	211,987	18,515
8	Garage & Filling Station.....	49,085	340	48,745	3,418
9	Men's Clothing.....	16,011	2,042	13,969	1,224
10	Family Clothing.....	17,796	2,680	15,116	2,536
11	Women's Clothing.....	17,638	4,350	13,288	883
12	Shoe	11,076	4,214	6,862	891
13	Hardware	22,849	1,268	21,581	1,382
14	Lumber & Building Material	38,646	8,593	30,053	1,222
15	Furniture.....	16,234	5,261	10,973	822
16	Appliance & Radio.....	(b)	(b)	(b)	(b)
17	Restaurant.....	35,766	2,400	33,367	1,942
18	Fuel	11,874	253	11,621	702
19	Drug	22,406	2,735	19,671	1,468
20	Jewellery.....	8,507	2,930	5,577	(b)
21	Tobacco.....	8,614	1,340	7,274	(b)
22	All Others.....	185,453	47,431	138,019	17,627
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	55,323	7,406	47,917	59,972
24	Grocery & Combination.....	8,566	2,857	5,709	8,142
25	Meat	547	-	547	742
26	General	3,817	275	3,542	5,736
27	Department.....	7,610	-	7,610	4,428
28	Variety	446	425	21	643
29	Motor Vehicle	10,599	(a)	(a)	14,691
30	Garage & Filling Station	2,295	(a)	(a)	2,282
31	Men's Clothing.....	(b)	(b)	(b)	556
32	Family Clothing.....	626	(a)	(a)	660
33	Women's Clothing.....	535	155	380	528
34	Shoe	(b)	(b)	(b)	(b)
35	Hardware	1,110	(a)	(a)	2,171
36	Lumber & Building Material	4,505	1,079	3,426	4,088
37	Furniture.....	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	1,865	138	1,727	2,269
40	Fuel	274	-	274	356
41	Drug	1,331	(a)	(a)	1,277
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	8,135	1,865	6,270	9,178

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

June, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
13,299	77,957	248,264	39,640	208,624	412,880	84,575	328,305	1
2,529	15,085	54,980	15,168	39,812	73,584	39,103	34,482	2
(b)	(b)	3,863	-	3,863	5,766	443	5,324	3
611	8,628	8,702	725	7,977	8,841	619	8,222	4
-	7,105	15,688	-	15,688	28,433	-	28,433	5
1,685	211	5,771	4,562	1,209	8,469	7,435	1,034	6
(a)	(a)	45,467	(a)	(a)	83,652	777	82,875	7
(a)	(a)	9,994	(a)	(a)	22,176	(a)	(a)	8
(a)	(a)	4,157	303	3,854	7,136	1,334	5,801	9
206	2,330	7,029	1,566	5,463	5,172	749	4,423	10
173	710	5,248	1,207	4,041	7,185	1,960	5,225	11
(a)	(a)	3,523	1,302	2,221	4,641	2,316	2,325	12
(a)	(a)	5,217	756	4,461	8,730	265	8,466	13
-	1,222	7,089	(a)	(a)	13,866	1,867	12,000	14
(a)	(a)	6,595	2,937	3,658	6,670	1,957	4,713	15
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16
(a)	(a)	8,254	635	7,618	14,407	941	13,467	17
-	702	3,323	-	3,323	6,436	253	6,183	18
128	1,340	4,569	339	4,230	9,854	1,376	8,478	19
(b)	(b)	1,825	614	1,211	3,631	1,235	2,396	20
(a)	(a)	1,890	396	1,494	5,661	(a)	(a)	21
6,213	11,415	42,086	7,070	35,015	78,036	20,109	57,927	22
Saskatchewan		Alberta			British Columbia			
8,297	51,675	78,805	11,867	66,938	105,933	17,701	88,232	23
1,894	6,248	10,580	3,753	6,827	17,146	5,819	11,327	24
(a)	(a)	1,094	(a)	(a)	2,100	(a)	(a)	25
(a)	(a)	4,956	(a)	(a)	4,597	(a)	(a)	26
-	4,428	7,546	-	7,546	14,076	-	14,076	27
531	112	971	758	212	943	681	262	28
(a)	(a)	18,806	(a)	(a)	22,509	(a)	(a)	29
-	2,282	4,231	-	4,231	4,690	(a)	(a)	30
(a)	(a)	1,174	143	1,030	1,260	(a)	(a)	31
(a)	(a)	951	(a)	(a)	822	(a)	(a)	32
162	367	1,367	210	1,157	1,892	483	1,408	33
(a)	(a)	518	118	400	854	147	707	34
-	2,171	2,157	(a)	(a)	2,081	(a)	(a)	35
2,689	1,399	4,598	2,212	2,385	3,280	(a)	(a)	36
(b)	(b)	783	-	783	908	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	2,885	76	2,809	4,145	549	3,595	39
-	356	(b)	(b)	(b)	759	-	759	40
(a)	(a)	1,598	223	1,375	2,310	542	1,768	41
(a)	(a)	(b)	(b)	(b)	1,071	402	669	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,205	6,973	12,644	3,451	9,193	17,748	6,519	11,229	44

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

June 1954 Over June 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 0.6	+ 1.5	+ 1.0	+ 2.3	- 4.5	- 14.9	- 6.8	- 0.2
Grocery & Combination.....	+ 5.7	+ 2.7	+ 3.3	+ 8.1	+ 2.6	+ 12.1	+ 6.3	+ 5.4
Meat.....	+ 3.1	(b)	+ 3.8	+ 2.0	+ 3.4	- 3.3	+ 2.2	+ 7.6
General	- 1.7	- 4.4	+ 2.8	- 0.3	- 1.0	- 6.6	- 2.7	+ 0.2
Department	+ 6.2	+ 12.2	+ 7.6	+ 6.2	+ 1.6	- 3.3	- 2.2	+ 13.0
Variety.....	+ 5.3	+ 3.6	+ 4.5	+ 8.1	+ 1.6	+ 3.5	+ 2.0	- 3.0
Motor Vehicle.....	- 6.8	+ 6.8	- 1.0	- 1.8	- 12.7	- 31.7	- 15.9	- 11.3
Garage & Filling Station	- 1.1	- 8.9	- 2.7	+ 2.6	- 2.3	- 6.4	- 6.7	+ 0.6
Men's Clothing.....	- 8.0	- 3.8	- 10.0	- 8.7	(b)	- 14.5	- 4.0	- 9.4
Family Clothing	+ 0.9	- 4.0	+ 3.8	+ 7.2	- 12.2	- 12.7	- 6.9	- 8.5
Women's Clothing.....	- 2.7	+ 8.6	- 3.6	- 1.0	- 4.6	- 21.4	- 5.5	- 1.9
Shoe.....	- 3.1	+ 5.2	- 5.1	- 2.8	(b)	(b)	(c)	- 7.5
Hardware	- 3.9	+ 0.4	- 5.5	(c)	- 9.0	- 3.2	- 13.4	- 5.2
Lumber & Building Material....	- 5.3	- 17.1	- 7.1	- 0.1	+ 1.3	- 13.0	- 16.9	+ 4.3
Furniture.....	- 3.3	- 9.2	- 1.6	- 3.6	(b)	(b)	(c)	- 8.8
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 3.5	+ 0.1	- 4.3	+ 0.4	- 5.6	- 8.1	- 15.9	- 2.8
Fuel.....	- 7.1	- 13.8	+ 1.8	- 11.2	- 28.5	+ 54.1	(b)	- 7.8
Drug.....	+ 1.3	- 0.1	+ 3.0	+ 0.5	- 1.0	+ 1.0	+ 1.8	+ 3.4
Jewellery	- 5.2	(b)	- 1.8	- 6.3	(b)	(b)	(b)	+ 0.2
Tobacco.....	- 0.3	(b)	- 9.4	+ 3.0	(b)	(b)	(b)	(b)
All Others.....	+ 1.4	+ 0.8	+ 4.9	+ 5.1	- 13.8	- 20.0	- 1.6	+ 2.3

(b) Not available (c) Unchanged.

Estimated Retail Trade — By Provinces and Kinds of Business

January to June 1954

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	5,690,158	482,607	1,333,023	2,210,137	310,248	339,235	432,331	582,603
Grocery & Combination	1,078,227	103,800	306,191	421,567	48,351	43,040	59,304	95,974
Meat	83,852	(b)	22,913	33,114	2,738	3,764	6,785	10,733
General	243,433	51,603	43,207	43,643	20,786	29,976	28,290	25,926
Department	465,774	35,487	85,039	154,116	42,870	25,218	45,536	77,508
Variety	95,831	9,238	28,084	42,613	2,335	3,394	4,997	5,171
Motor Vehicle	1,134,558	90,681	236,382	431,997	68,598	89,865	95,405	121,632
Garage & Filling Station	259,224	18,974	49,755	114,891	10,530	12,974	27,098	25,006
Men's Clothing	87,435	5,789	23,922	38,578	2,382	3,562	6,700	6,508
Family Clothing	88,528	12,360	33,410	26,315	3,249	3,529	4,935	4,731
Women's Clothing	94,858	4,789	26,488	38,901	2,829	3,760	6,934	11,158
Shoe	52,893	4,004	15,912	22,586	1,627	(b)	2,576	4,836
Hardware	107,804	6,071	22,472	41,204	5,282	10,779	11,154	10,443
Lumber & Building Material	164,995	5,900	28,200	60,541	17,145	16,781	20,209	16,221
Furniture	82,921	4,556	29,883	35,652	(b)	(b)	4,602	5,396
Appliance & Radio	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	201,535	10,651	47,852	78,785	10,929	13,979	15,701	23,639
Fuel	110,836	7,665	33,805	54,529	3,787	3,483	(b)	7,353
Drug	132,680	8,754	27,346	57,064	8,199	7,902	9,724	12,691
Jewellery	46,183	2,711	10,517	19,983	(b)	(b)	(b)	5,217
Tobacco	44,705	(b)	10,693	28,180	(b)	(b)	(b)	(b)
All Others	987,417	88,852	231,033	400,552	46,739	55,829	70,168	94,247

(b) Not available.

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to June 1954 Over January to June 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.5	+ 0.2	- 0.3	- 0.2	- 2.9	- 9.4	- 6.2	- 1.0
Grocery & Combination.....	+ 5.0	+ 2.3	+ 3.8	+ 7.2	+ 2.9	+ 10.0	+ 4.4	+ 1.4
Meat.....	+ 3.3	(b)	+ 6.9	+ 2.2	+ 5.3	+ 2.6	+ 2.8	+ 0.3
General	- 0.6	- 0.2	+ 0.1	- 0.9	- 1.9	- 4.0	+ 0.1	+ 2.7
Department	+ 2.7	+ 2.0	+ 3.8	+ 2.6	- 1.7	- 5.1	+ 0.1	+ 9.0
Variety	+ 2.2	+ 1.0	+ 2.3	+ 3.4	- 0.8	+ 1.9	+ 0.2	- 2.5
Motor Vehicle	- 8.7	- 3.7	- 3.8	- 8.0	- 4.4	- 20.0	- 15.4	- 11.3
Garage & Filling Station	+ 2.4	+ 2.6	- 0.7	+ 3.6	- 0.6	+ 6.2	+ 0.5	+ 4.4
Men's Clothing.....	- 6.4	- 4.9	- 9.1	- 4.8	- 4.3	- 10.9	- 5.4	- 6.8
Family Clothing	- 4.1	- 4.7	- 3.0	- 2.0	- 9.8	- 14.0	- 8.4	- 4.9
Women's Clothing.....	- 3.8	+ 3.4	- 0.3	- 4.3	- 7.6	- 8.0	- 8.1	- 7.1
Shoe.....	- 4.5	- 0.2	- 7.9	- 2.8	- 5.4	(b)	- 2.7	- 4.1
Hardware	- 3.1	- 3.7	- 5.9	+ 0.1	- 4.4	- 6.0	- 9.8	+ 2.8
Lumber & Building Material....	- 7.1	- 14.1	- 11.6	- 4.6	- 1.9	- 9.5	- 14.7	+ 3.6
Furniture.....	- 5.6	- 4.0	- 5.7	- 5.5	(b)	(b)	- 12.9	+ 1.9
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 2.5	- 1.0	- 1.6	(c)	- 7.7	+ 2.1	- 14.2	- 3.9
Fuel.....	+ 8.4	- 4.1	+ 12.0	+ 8.1	+ 2.7	+ 20.9	(b)	+ 8.3
Drug.....	+ 0.3	+ 0.5	- 1.3	+ 0.9	- 1.9	+ 3.4	+ 0.7	+ 0.5
Jewellery	- 0.9	+ 2.8	+ 1.4	- 3.4	(b)	(b)	(b)	- 1.3
Tobacco.....	- 1.0	(b)	+ 0.2	- 0.9	(b)	(b)	(b)	(b)
All Others.....	- 0.8	+ 3.7	+ 1.2	+ 1.0	- 7.8	- 16.9	- 5.0	+ 0.7

(b) Not available (c) Unchanged.

(Without Adjustment for Price Changes)

June 1954 Over May 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.0	- 3.3	- 1.4	+ 0.6	- 3.3	- 12.4	+ 1.1	+ 2.7
Grocery & Combination.....	- 0.3	- 1.8	- 1.0	- 1.3	- 3.1	+ 9.5	+ 0.1	+ 5.3
Meat.....	+ 3.8	(b)	- 1.6	+ 4.1	+ 4.6	+ 8.8	- 6.8	+ 18.7
General	- 2.6	- 14.1	+ 0.7	+ 4.1	- 4.1	+ 2.9	- 3.1	+ 1.0
Department	- 0.3	- 3.1	+ 0.9	+ 3.0	+ 2.6	- 3.5	- 8.5	- 2.5
Variety.....	+ 3.0	- 0.1	+ 2.2	+ 3.7	- 1.5	+ 5.6	- 14.9	- 3.1
Motor Vehicle.....	- 4.7	- 6.8	- 6.4	- 3.1	- 16.3	- 22.4	+ 11.4	+ 4.1
Garage & Filling Station	- 1.2	- 9.4	+ 6.4	- 3.6	+ 8.9	- 20.7	+ 9.6	+ 0.9
Men's Clothing.....	(c)	+ 0.5	- 7.8	+ 2.5	(b)	- 2.6	+ 2.4	+ 13.3
Family Clothing	+ 8.2	+ 4.7	+ 16.4	+ 7.1	+ 4.9	+ 1.7	- 1.8	- 12.1
Women's Clothing.....	- 2.2	- 9.8	+ 6.6	+ 3.3	+ 3.3	- 25.2	- 14.3	- 19.7
Shoe.....	+ 4.4	+ 24.6	+ 5.6	+ 3.6	(b)	(b)	(c)	- 10.0
Hardware	- 0.3	+ 6.5	+ 3.8	- 5.1	+ 4.2	+ 11.7	- 6.6	+ 0.4
Lumber & Building Material....	+ 12.8	+ 1.0	+ 12.8	+ 7.6	+ 25.0	+ 6.0	+ 24.5	+ 19.8
Furniture.....	+ 5.2	- 15.5	+ 12.3	+ 2.8	(b)	(b)	- 4.3	+ 2.8
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 3.2	+ 5.9	- 5.5	(c)	- 14.5	- 1.4	- 14.3	+ 0.6
Fuel	+ 8.3	- 17.6	+ 11.2	+ 12.2	- 34.4	+ 10.2	(b)	+ 20.7
Drug.....	+ 0.1	+ 0.3	- 2.5	+ 2.6	- 4.7	+ 4.4	- 4.7	- 1.3
Jewellery	- 3.9	(b)	+ 9.1	- 7.1	(b)	(b)	(b)	+ 20.6
Tobacco.....	+ 12.5	(b)	+ 12.2	+ 13.5	(b)	(b)	(b)	(b)
All Others.....	- 3.3	+ 1.4	- 5.8	+ 1.8	- 10.9	- 33.1	- 2.7	+ 2.3

(b) Not available (c) Unchanged.

Department Store Sales and Stocks

June 1953 and June 1954

These figures are estimates of total department store sales and stocks:
Stocks are at selling value.

Department	SALES			STOCKS		
	June 1953	June 1954	Change 1954/53	May 31 1953	May 31 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS.....	79,927	84,886	+ 6.2	240,494	251,481	+ 4.6
1. Women's and Misses' Dresses.....	3,615	4,059	+12.3	4,602	5,389	+17.1
2. Women's and Misses' Coats and Suits	1,192	1,292	+ 8.4	3,702	3,657	- 1.2
3. Women's and Misses' Sportswear.....	2,456	2,676	+ 9.0	6,387	7,124	+11.5
4. Furs	89	92	+ 3.4	4,408	4,210	- 4.5
5. Girls' and Infants' Wear	3,218	3,535	+ 9.9	10,421	10,404	- 0.2
6. Lingerie and Corsets	3,377	3,596	+ 6.5	8,598	9,633	+12.0
7. Aprons, Housedresses and Uniforms....	773	576	-25.5	1,263	1,221	- 3.3
8. Millinery	588	602	+ 2.4	1,065	1,105	+ 3.8
9. Hosiery and Apparel Accessories	2,772	2,875	+ 3.7	8,123	8,562	+ 5.4
10. Women's, Misses' and Children's Shoes	3,666	3,900	+ 6.4	13,879	14,597	+ 5.2
Ladies' Apparel and Accessories.						
Total 1 - 10	21,746	23,203	+ 6.7	62,448	65,902	+ 5.5
11. Men's Clothing	2,490	2,771	+11.3	8,488	9,535	+12.3
12. Men's Furnishings	4,031	3,992	- 1.0	13,260	12,963	- 2.2
13. Boys' Clothing and Furnishings	1,664	1,768	+ 6.3	7,008	6,775	- 3.3
14. Men's and Boys' Shoes	1,349	1,386	+ 2.7	5,255	5,298	+ 0.8
15. Food and Kindred Products.....	4,781	5,173	+ 8.2	3,510	4,429	+26.2
16. Toiletries, Cosmetics and Drugs	1,903	2,006	+ 5.4	5,273	5,595	+ 6.1
17. Photographic Equipment and Supplies..	307	309	+ 0.7	926	877	- 5.3
18. Piece Goods	1,794	1,878	+ 4.7	8,903	8,652	- 2.8
19. Linens and Domestic	2,628	2,609	- 0.7	9,710	9,781	+ 0.7
20. Smallwares	1,590	1,585	- 0.3	6,178	6,015	- 2.6
21. China and Glassware	1,133	1,064	- 6.1	8,334	8,131	- 2.4
22. Home Furnishings	5,189	5,554	+ 7.0	21,973	23,477	+ 6.8
23. Furniture	5,911	5,729	- 3.1	16,539	15,579	- 5.8
24. Major Appliances	3,676	3,852	+ 4.8	9,381	10,365	+10.5
25. Radio and Music	947	1,769	+86.8	5,802	6,364	+ 9.7
26. Hardware and Housewares	6,019	6,569	+ 9.1	14,176	17,480	+23.3
27. Jewellery	1,460	1,440	- 1.4	7,901	7,517	- 4.9
28. Sporting Goods and Luggage	3,424	3,728	+ 8.9	11,421	11,826	+ 3.5
29. Stationery, Books and Magazines	925	1,005	+ 8.6	4,043	4,265	+ 5.5
30. All Other Departments	6,960	7,496	+ 7.7	9,965	10,655	+ 6.9

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

January-to-June 1953 and January-to-June 1954

Department	SALES		
	January-to-June 1953	January-to-June 1954	Change 1954/1953
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	453,747	465,774	+ 2.7
1. Women's and Misses' Dresses.....	16,993	17,149	+ 0.9
2. Women's and Misses' Coats and Suits	14,434	14,060	- 2.6
3. Women's and Misses' Sportswear.....	11,422	11,717	+ 2.6
4. Furs	4,274	4,231	- 1.0
5. Girls' and Infants' Wear	20,779	21,355	+ 2.8
6. Lingerie and Corsets	18,314	18,890	+ 3.1
7. Aprons, Housedresses and Uniforms....	3,441	2,963	-13.9
8. Millinery	4,816	4,804	- 0.2
9. Hosiery and Apparel Accessories	17,110	16,740	- 2.2
10. Women's, Misses' and Children's Shoes	20,010	20,234	+ 1.1
Ladies' Apparel and Accessories.			
Total 1 - 10	131,593	132,143	+ 0.4
11. Men's Clothing	14,813	15,583	+ 5.2
12. Men's Furnishings	17,895	17,324	- 3.2
13. Boys' Clothing and Furnishings	10,954	10,913	- 0.4
14. Men's and Boys' Shoes	7,235	7,235	(a)
15. Food and Kindred Products.....	30,043	31,550	+ 5.0
16. Toiletries, Cosmetics and Drugs	11,323	11,556	+ 2.1
17. Photographic Equipment and Supplies..	1,435	1,470	+ 2.4
18. Piece Goods	12,556	12,578	+ 0.2
19. Linens and Domestic	16,907	16,267	- 3.8
20. Smallwares	9,790	9,708	- 0.8
21. China and Glassware	5,518	5,264	- 4.6
22. Home Furnishings	31,068	31,102	+ 0.1
23. Furniture	31,037	31,073	+ 0.1
24. Major Appliances	19,993	22,259	+11.3
25. Radio and Music	7,845	10,455	+33.3
26. Hardware and Housewares	30,156	32,101	+ 6.4
27. Jewellery	7,462	7,347	- 1.5
28. Sporting Goods and Luggage.....	13,321	14,006	+ 5.1
29. Stationery, Books and Magazines.....	6,281	6,723	+ 7.0
30. All Other Departments	36,522	39,117	+ 7.1

(a) Unchanged

63-005



RETAIL TRADE

JULY, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
14-9-54

Price \$2.00 per year

Vol. XXVI—No. 7

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

RETAIL TRADE

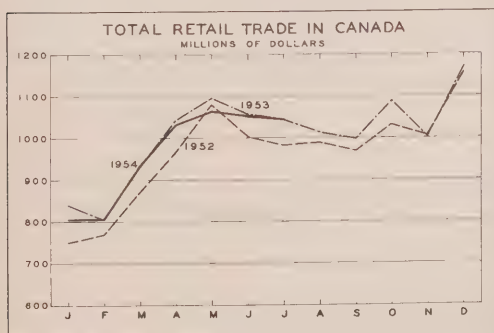
Total estimated retail sales in July amounted to \$1,044,401,000, practically no change from the \$1,045,304,000 sales of July 1953 and only 0.8% below June sales in 1954. Retail sales for the first seven months of the year, estimated at \$6,734,559,000, were 1.3% lower than for the same period of last year.

The Prairie Provinces were responsible for the decline in sales with July decreases of: Manitoba 3.7%, Saskatchewan 8.4% and Alberta 6.4%. All other provinces registered nominal gains in sales ranging from 1.1% in British Columbia to 2.5% in the Atlantic Provinces.

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u> \$'000	<u>1954</u> \$'000	<u>% Change</u> <u>1954/1953</u>
First Quarter	2,574,094	2,543,052	- 1.2
April	1,045,184	1,031,572	- 1.3
May	1,097,900	1,063,112	- 3.2
June	1,058,430	1,052,422	- 0.6
July	1,045,304	1,044,401	- 0.1
Total	6,820,912	6,734,559	- 1.3

Eleven trades showed greater sales in July 1954 than during July 1953 with the most noticeable gain in food stores. Grocery sales advanced



in all regions as did general stores and drug stores. Significant decreases occurred in sales of motor vehicle dealers (-9.4%), men's clothing stores (-9.5%) and fuel dealers (-11.7%).

Department store sales were lower in Ontario, Quebec and

2.

Manitoba but increased in the other provinces. Canada sales for these stores increased 1.9% over July 1953 while inventories of \$238,100,000 at June 30, were 4.3% above last year.

Percentage Changes in Selected Retail Trades

January to July 1954 over January to July 1953

Chains and Independents

Canada

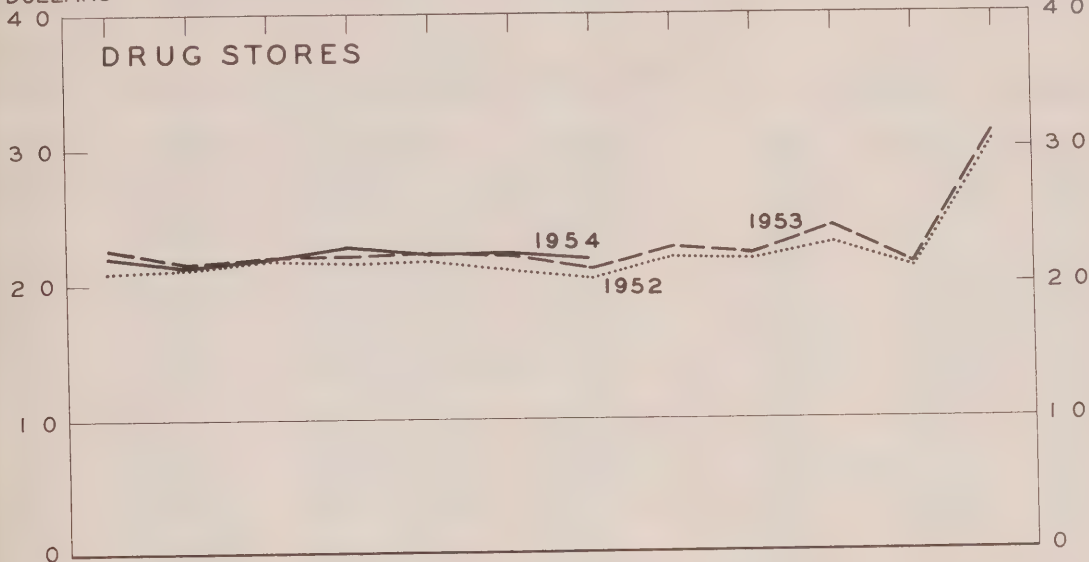
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 6.0	+13.4	+ 1.8
Family Clothing	- 3.1	- 0.5	- 3.6
Women's Clothing	- 2.6	+ 3.2	- 4.2
Shoe	- 4.1	- 2.4	- 5.1
Lumber and Building Material.	- 6.1	- 7.3	- 5.8
Furniture	- 4.5	- 6.6	- 3.8
Restaurant	- 2.2	- 3.4	- 2.1
Drug	+ 0.8	+ 1.2	+ 0.7
Jewellery	- 1.9	- 0.5	- 2.5

MONTHLY SALES DRUG-JEWELLERY-TOBACCO STORES

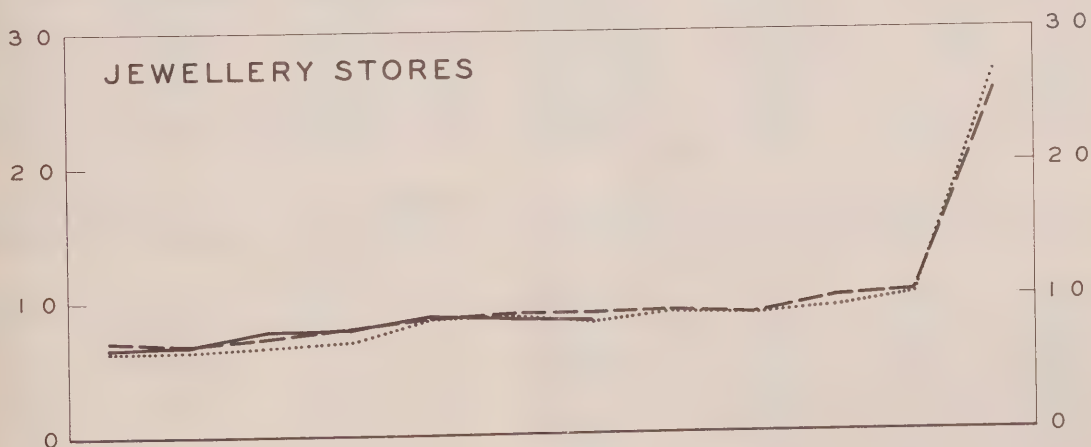
MILLION
DOLLARS
4 0

MILLION
DOLLARS
4 0

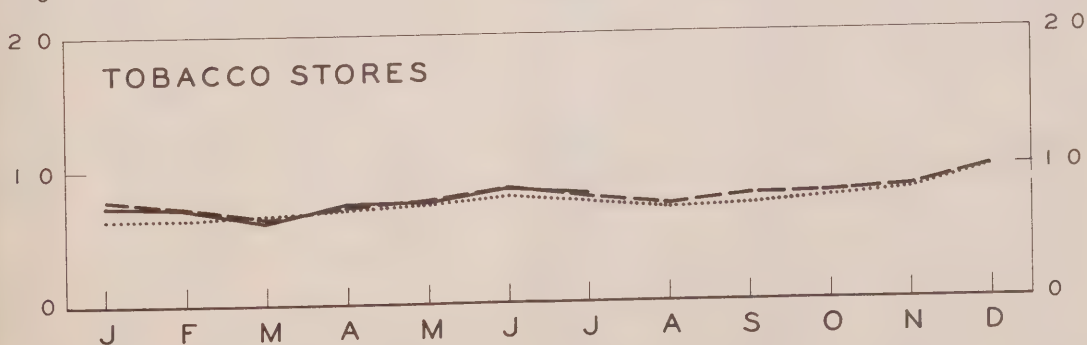
DRUG STORES



JEWELLERY STORES



TOBACCO STORES



July, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	1,044,401	189,451	854,950	88,574
2	Grocery and Combination.....	206,285	78,606	127,679	19,327
3	Meat	15,272	561	14,711	(b)
4	General	51,549	3,578	47,971	9,886
5	Department	67,512	-	67,512	5,053
6	Variety.....	19,038	16,010	3,029	1,969
7	Motor Vehicle.....	200,991	2,204	198,787	15,637
8	Garage & Filling Station.....	55,238	397	54,841	4,968
9	Men's Clothing.....	13,051	1,585	11,467	922
10	Family Clothing.....	16,042	2,084	13,958	2,423
11	Women's Clothing.....	17,335	4,354	12,982	(b)
12	Shoe.....	9,156	3,735	5,421	675
13	Hardware.....	22,135	1,238	20,897	(b)
14	Lumber & Building Material.....	41,841	10,216	31,625	1,430
15	Furniture.....	15,225	3,291	11,934	942
16	Appliance & Radio.....	(b)	(b)	(b)	(b)
17	Restaurant.....	41,557	2,633	38,924	2,253
18	Fuel.....	12,024	251	11,773	726
19	Drug.....	21,914	2,816	19,098	1,549
20	Jewellery.....	8,379	2,283	6,096	540
21	Tobacco.....	8,132	1,291	6,841	(b)
22	All Others.....	182,452	48,885	133,563	16,292
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	56,945	8,272	48,673	67,112
24	Grocery & Combination.....	8,994	3,299	5,695	9,631
25	Meat	593	-	593	745
26	General	4,197	302	3,895	6,761
27	Department.....	6,726	-	6,726	3,730
28	Variety	460	439	22	661
29	Motor Vehicle.....	10,798	(a)	(a)	13,970
30	Garage & Filling Station.....	(b)	(a)	(a)	(b)
31	Men's Clothing.....	613	39	574	464
32	Family Clothing.....	621	(a)	(a)	680
33	Women's Clothing.....	390	174	217	628
34	Shoe.....	(b)	(b)	(b)	(b)
35	Hardware.....	1,220	(a)	(a)	2,031
36	Lumber & Building Material.....	4,881	1,242	3,639	4,868
37	Furniture.....	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	2,236	147	2,089	2,632
40	Fuel.....	276	-	276	611
41	Drug.....	1,440	(a)	(a)	1,366
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	9,082	2,073	7,008	12,180

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

July, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
3,657	74,917	239,013	39,276	199,737	401,572	86,435	315,137	1
2,807	16,520	59,704	17,553	42,150	79,501	42,099	37,402	2
(b)	(b)	4,068	-	4,068	5,830	429	5,401	3
571	9,315	8,494	709	7,785	10,422	732	9,690	4
-	5,053	10,411	-	10,411	20,454	-	20,454	5
1,750	219	5,278	4,173	1,106	8,565	7,520	1,045	6
(a)	(a)	43,305	(a)	(a)	77,098	716	76,382	7
(a)	(a)	9,797	(a)	(a)	22,868	(a)	(a)	8
(a)	(a)	3,324	238	3,087	5,468	986	4,483	9
180	2,243	6,115	1,015	5,100	4,375	689	3,686	10
(b)	(b)	(b)	(b)	(b)	7,047	1,967	5,080	11
(a)	(a)	2,502	1,032	1,470	3,977	2,010	1,968	12
(a)	(a)	4,949	743	4,206	7,900	248	7,651	13
-	1,430	7,333	(a)	(a)	15,204	2,383	12,822	14
(a)	(a)	5,855	1,561	4,293	6,215	1,339	4,876	15
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16
(a)	(a)	8,798	656	8,142	17,236	996	16,240	17
-	726	3,380	-	3,380	6,371	251	6,120	18
133	1,416	4,215	312	3,904	9,292	1,430	7,861	19
134	406	2,119	389	1,730	3,371	948	2,423	20
(a)	(a)	2,464	377	2,087	4,689	(a)	(a)	21
6,295	9,997	39,389	7,649	31,740	76,186	20,104	56,082	22
Saskatchewan		Alberta			British Columbia			
9,526	57,586	80,204	13,121	67,083	110,983	19,166	91,817	23
2,268	7,363	11,168	4,118	7,050	17,961	6,462	11,499	24
(a)	(a)	1,248	(a)	(a)	2,055	(a)	(a)	25
(a)	(a)	5,400	(a)	(a)	6,389	(a)	(a)	26
-	3,730	7,166	-	7,166	13,972	-	13,972	27
545	115	1,056	825	231	1,049	758	291	28
(a)	(a)	17,177	(a)	(a)	23,005	(a)	(a)	29
(b)	(b)	5,490	-	5,490	5,585	(a)	(a)	30
(a)	(a)	1,033	142	891	1,226	(a)	(a)	31
(a)	(a)	862	(a)	(a)	967	(a)	(a)	32
171	458	1,660	251	1,409	2,269	554	1,715	33
(a)	(a)	469	149	320	956	200	756	34
-	2,031	2,306	(a)	(a)	2,427	(a)	(a)	35
3,145	1,722	5,032	2,642	2,390	3,093	(a)	(a)	36
(b)	(b)	736	-	736	996	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	3,745	92	3,653	4,658	665	3,993	39
-	611	(b)	(b)	(b)	650	-	650	40
(a)	(a)	1,713	261	1,452	2,340	550	1,790	41
(a)	(a)	(b)	(b)	(b)	1,115	368	747	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,474	9,706	12,050	3,658	8,393	17,273	6,632	10,641	44

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

July 1954 Over July 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 0.1	+ 2.5	+ 1.6	+ 1.5	- 3.7	- 8.4	- 6.4	+ 1.1
Grocery & Combination.....	+ 11.5	+ 8.9	+ 8.7	+ 14.6	+ 8.2	+ 19.8	+ 11.6	+ 8.6
Meat.....	+ 6.0	(b)	- 1.1	+ 8.2	+ 10.4	+ 1.9	+ 4.2	+ 13.0
General	+ 4.0	+ 0.3	+ 4.4	+ 6.7	+ 2.8	+ 5.1	+ 0.4	+ 7.9
Department	+ 1.9	+ 1.0	- 2.0	- 4.3	- 3.1	+ 3.0	+ 2.8	+ 19.5
Variety.....	+ 7.6	+ 8.7	+ 8.0	+ 9.3	+ 2.7	+ 6.1	+ 3.1	- 1.4
Motor Vehicle.....	- 9.4	+ 4.0	- 4.8	- 5.3	- 19.8	- 28.7	- 18.2	- 11.2
Garage & Filling Station	+ 0.2	+ 18.3	- 7.4	+ 0.8	(b)	(b)	- 2.9	+ 1.1
Men's Clothing.....	- 9.5	- 7.7	- 7.6	- 12.3	- 3.9	- 7.2	- 7.9	- 8.3
Family Clothing	+ 2.9	+ 8.2	+ 7.1	- 0.5	- 0.2	- 3.5	- 9.8	+ 1.3
Women's Clothing.....	+ 4.4	(b)	(b)	- 1.3	+ 2.9	+ 9.0	- 1.0	+ 6.8
Shoe.....	- 1.9	+ 0.9	- 2.0	- 2.0	(b)	(b)	- 2.7	- 3.4
Hardware	- 2.8	(b)	+ 2.0	+ 0.5	- 7.9	- 25.0	- 4.7	+ 8.3
Lumber & Building Material....	- 2.2	- 0.1	- 0.8	+ 0.4	+ 1.9	- 5.8	- 12.5	+ 0.3
Furniture.....	+ 2.1	+ 5.7	+ 10.1	- 2.9	(b)	(b)	+ 1.2	- 3.6
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 0.8	+ 3.7	- 3.0	+ 4.6	+ 2.0	- 5.7	- 11.9	- 5.8
Fuel.....	- 11.7	- 3.5	- 6.4	- 18.5	- 20.9	+ 59.9	(b)	- 4.3
Drug.....	+ 3.7	+ 5.9	+ 1.1	+ 4.3	+ 5.7	+ 5.6	+ 5.0	+ 1.6
Jewellery	- 7.0	+ 2.9	- 8.0	- 7.6	(b)	(b)	(b)	+ 1.5
Tobacco.....	+ 5.6	(b)	+ 0.9	+ 9.4	(b)	(b)	(b)	(b)
All Others.....	- 1.0	- 7.1	+ 3.7	+ 2.1	- 1.7	- 11.5	- 10.4	- 2.0

(b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

January to July 1954

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	6,734,559	571,181	1,572,036	2,611,708	367,193	406,348	512,535	693,586
Grocery & Combination	1,284,512	123,127	365,895	501,068	57,345	52,671	70,472	113,935
Meat	99,124	(b)	26,981	38,944	3,331	4,509	8,033	12,788
General	294,982	61,489	51,701	54,065	24,983	36,737	33,690	32,315
Department	533,286	40,540	95,450	174,569	49,596	28,949	52,702	91,480
Variety	114,869	11,207	33,362	51,178	2,795	4,055	6,053	6,220
Motor Vehicle	1,335,549	106,318	279,687	509,095	79,396	103,835	112,582	144,637
Garage & Filling Station	314,462	23,942	59,552	137,759	12,973	17,061	32,588	30,591
Men's Clothing	100,486	6,711	27,246	44,046	2,995	4,026	7,733	7,734
Family Clothing	104,570	14,783	39,525	30,690	3,870	4,209	5,797	5,698
Women's Clothing	112,193	5,602	31,016	45,948	3,219	4,388	8,594	13,427
Shoe	62,049	4,679	18,414	26,563	1,948	(b)	3,045	5,792
Hardware	129,939	7,372	27,421	49,104	6,502	12,810	13,460	13,270
Lumber & Building Material	206,836	7,330	35,533	75,745	22,026	21,649	25,241	19,314
Furniture	98,146	5,498	35,738	41,867	(b)	(b)	5,338	6,392
Appliance & Radio	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	243,092	12,904	56,650	96,021	13,165	16,611	19,446	28,297
Fuel	122,860	8,391	37,185	60,900	4,063	4,094	(b)	8,003
Drug	154,594	10,303	31,561	66,356	9,639	9,268	11,437	16,031
Jewellery	54,562	3,251	12,636	23,354	(b)	(b)	(b)	6,332
Tobacco	52,837	(b)	13,157	32,869	(b)	(b)	(b)	(b)
All Others	1,169,869	105,144	270,422	476,738	55,821	68,009	82,218	111,520

(b) Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to July 1954 Over January to July 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.3	+ 0.6	(c)	+ 0.1	- 3.1	- 9.2	- 6.2	- 0.7
Grocery & Combination.....	+ 6.0	+ 3.3	+ 4.6	+ 8.3	+ 3.7	+ 11.7	+ 5.5	+ 2.5
Meat.....	+ 3.7	(b)	+ 5.6	+ 3.0	+ 6.2	+ 2.5	+ 3.0	+ 2.1
General	+ 0.2	- 0.1	+ 0.8	+ 0.5	- 1.2	- 2.4	+ 0.1	+ 3.7
Department	+ 2.6	+ 1.9	+ 3.1	+ 1.7	- 1.9	- 4.1	+ 0.5	+ 10.5
Variety	+ 3.0	+ 2.3	+ 3.1	+ 4.3	- 0.2	+ 2.6	+ 0.7	- 2.3
Motor Vehicle	- 8.8	- 2.7	- 3.9	- 7.6	- 6.8	- 21.3	- 15.8	- 11.3
Garage & Filling Station	+ 2.0	+ 5.5	- 1.8	+ 3.1	+ 0.7	+ 3.8	- 0.1	+ 3.8
Men's Clothing	- 6.9	- 5.3	- 8.9	- 5.8	- 4.2	- 10.5	- 5.7	- 7.1
Family Clothing	- 3.1	- 2.8	- 1.6	- 1.8	- 8.4	- 12.5	- 8.6	- 3.9
Women's Clothing.....	- 2.6	+ 2.5	+ 1.9	- 3.8	- 6.4	- 5.9	- 6.8	- 5.0
Shoe.....	- 4.1	- 0.1	- 7.2	- 2.6	- 4.7	(b)	- 2.7	- 4.0
Hardware	- 3.0	- 3.8	- 4.6	+ 0.1	- 5.1	- 9.6	- 9.0	+ 3.8
Lumber & Building Material...	- 6.1	- 11.7	- 9.5	- 3.7	- 1.1	- 8.7	- 14.3	+ 3.0
Furniture	- 4.5	- 2.5	- 3.5	- 5.1	(b)	(b)	- 11.2	+ 1.0
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 2.2	- 0.2	- 1.9	+ 0.8	- 6.2	+ 0.8	- 13.8	- 4.2
Fuel	+ 6.0	- 4.0	+ 10.0	+ 4.5	+ 0.7	+ 25.5	(b)	+ 7.1
Drug.....	+ 0.8	+ 1.3	- 1.0	+ 1.3	- 0.8	+ 3.7	+ 1.3	+ 0.7
Jewellery	- 1.9	+ 2.8	- 0.3	- 4.1	(b)	(b)	(b)	- 0.8
Tobacco.....	(c)	(b)	+ 0.3	+ 0.5	(b)	(b)	(b)	(b)
All Others.....	- 0.9	+ 1.9	+ 1.6	+ 1.2	- 6.8	- 16.0	- 5.9	+ 0.2

(b) Not available (c) Unchanged.

(Without Adjustment for Price Changes)

July 1954 Over June 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 0.8	- 2.9	- 3.7	- 2.7	+ 2.9	+ 11.9	+ 1.8	+ 4.8
Grocery & Combination.....	+ 8.2	+ 9.7	+ 8.6	+ 8.0	+ 5.0	+ 18.3	+ 5.6	+ 4.8
Meat.....	+ 2.7	(b)	+ 5.3	+ 1.1	+ 8.4	+ 0.4	+ 14.1	- 2.1
General	+ 12.3	+ 7.0	- 2.4	+ 17.9	+ 10.0	+ 17.9	+ 9.0	+ 39.0
Department	- 20.5	- 28.9	- 33.6	- 28.1	- 11.6	- 15.8	- 5.0	- 0.7
Variety.....	- 0.5	+ 3.9	- 8.5	+ 1.1	+ 3.1	+ 2.8	+ 8.8	+ 11.2
Motor Vehicle.....	- 6.2	- 15.5	- 4.8	- 7.8	+ 1.9	- 4.9	- 8.7	+ 2.2
Garage & Filling Station	+ 12.5	+ 45.3	- 2.0	+ 3.1	(b)	(b)	+ 29.8	+ 19.1
Men's Clothing.....	- 18.5	- 24.7	- 20.0	- 23.4	(b)	- 16.5	- 12.0	- 2.7
Family Clothing	- 9.9	- 4.5	- 13.0	- 15.4	- 0.8	+ 3.0	- 9.4	+ 17.6
Women's Clothing.....	- 1.7	(b)	(b)	- 1.9	- 27.1	+ 18.9	+ 21.4	+ 19.9
Shoe.....	- 17.3	- 24.2	- 29.0	- 14.3	(b)	(b)	- 9.5	+ 11.9
Hardware	- 3.1	(b)	- 5.1	- 9.5	+ 9.9	- 6.4	+ 6.9	+ 16.6
Lumber & Building Material....	+ 8.3	+ 17.0	+ 3.4	+ 9.6	+ 8.3	+ 19.1	+ 9.4	- 5.7
Furniture.....	- 6.2	+ 14.6	- 11.2	- 6.8	(b)	(b)	- 6.0	+ 9.7
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	+ 16.2	+ 16.0	+ 6.6	+ 19.6	+ 19.9	+ 16.0	+ 29.8	+ 12.4
Fuel.....	+ 1.3	+ 3.4	+ 1.7	- 1.0	+ 0.7	+ 71.6	(b)	- 14.4
Drug.....	- 2.2	+ 5.5	- 7.7	- 5.7	+ 8.2	+ 7.0	+ 7.2	+ 1.3
Jewellery	- 1.5	(b)	+ 16.1	- 7.2	(b)	(b)	(b)	+ 4.1
Tobacco.....	- 5.6	(b)	+ 30.4	- 17.2	(b)	(b)	(b)	(b)
All Others.....	- 1.6	- 7.6	- 6.4	- 2.4	+ 11.6	+ 32.7	- 4.7	- 2.7

(b) Not available.

Department Store Sales and Stocks

July 1953 and July 1954

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	July	July	Change	June 30	June 30	Change
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	66,225	67,512	+ 1.9	228,198	238,100	+ 4.3
1. Women's and Misses' Dresses	2,250	2,337	+ 3.9	3,557	4,114	+ 15.7
2. Women's and Misses' Coats and Suits	819	777	- 5.1	3,020	3,325	+ 10.1
3. Women's and Misses' Sportswear	2,136	2,218	+ 3.8	5,734	6,502	+ 13.4
4. Furs	739	672	- 9.1	4,698	4,288	- 8.7
5. Girls' and Infants' Wear	2,252	2,335	+ 3.7	9,518	9,651	+ 1.4
6. Lingerie and Corsets	2,814	2,788	- 0.9	7,835	8,418	+ 7.4
7. Aprons, Housedresses and Uniforms	589	460	- 21.9	1,223	1,046	- 14.5
8. Millinery	361	336	- 6.9	843	855	+ 1.4
9. Hosiery and Apparel Accessories	2,013	1,961	- 2.6	7,446	7,842	+ 5.3
10. Women's, Misses' and Children's Shoes	2,365	2,321	- 1.9	12,684	13,374	+ 5.4
Ladies' Apparel and Accessories.						
Total 1 - 10	16,338	16,205	- 0.8	56,558	59,415	+ 5.1
11. Men's Clothing	1,918	1,941	+ 1.2	7,797	8,597	+ 10.3
12. Men's Furnishings	2,762	2,569	- 7.0	11,949	11,587	- 3.0
13. Boys' Clothing and Furnishings	1,107	1,104	- 0.3	6,391	6,360	- 0.5
14. Men's and Boys' Shoes	1,029	1,028	- 0.1	4,817	4,909	+ 1.9
15. Food and Kindred Products	4,739	5,076	+ 7.1	3,869	4,232	+ 9.4
16. Toiletries, Cosmetics and Drugs	1,803	1,773	- 1.7	5,109	5,465	+ 7.0
17. Photographic Equipment and Supplies ..	316	324	+ 2.5	893	874	- 2.1
18. Piece Goods	1,392	1,353	- 2.8	8,658	8,136	- 6.0
19. Linens and Domestics	2,646	2,473	- 6.5	8,786	9,104	+ 3.6
20. Smallwares	1,387	1,255	- 9.5	5,848	5,677	- 2.1
21. China and Glassware	1,109	1,033	- 6.9	8,217	8,068	- 1.8
22. Home Furnishings	4,257	4,365	+ 2.5	21,927	22,791	+ 3.9
23. Furniture	5,245	5,071	- 3.3	15,531	15,143	- 2.5
24. Major Appliances	3,516	3,886	+ 10.5	9,335	11,271	+ 20.7
25. Radio and Music	957	1,833	+ 91.5	5,990	6,228	+ 4.0
26. Hardware and Housewares	5,115	5,275	+ 3.1	14,221	17,001	+ 19.5
27. Jewellery	1,244	1,169	- 6.0	7,565	7,428	- 1.8
28. Sporting Goods and Luggage	2,862	2,973	+ 3.9	11,406	11,182	- 2.0
29. Stationery, Books and Magazines	812	871	+ 7.3	3,928	4,144	+ 5.5
30. All Other Departments	5,671	5,935	+ 4.7	9,403	10,488	+ 11.5

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

63-005



CANADA

RETAIL TRADE

AUGUST, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
18-10-54

Price: \$2.00 per year

Vol. XXVI—No. 8

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

RETAIL TRADE

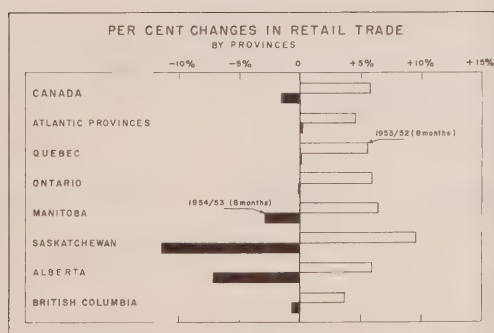
August 1954 sales of Canadian retail stores were estimated at \$977,678,000, 3.6% lower than sales in August 1953 and 6.4% below the previous month. This is the first time since 1949 that August sales were lower than July. It should be noted that the statistics shown in this report are not adjusted for seasonal variations, price changes, or number of trading days.

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u>	<u>1954</u>	<u>% Change</u> <u>1954/1953</u>
	\$'000	\$'000	
First Half	5,775,608	5,690,158	- 1.5
July	1,045,304	1,044,401	- 0.1
August	1,014,115	977,678	- 3.6
Total	7,835,027	7,712,237	- 1.6

Compared with sales of August 1953 only 4 out of 20 kind-of business groups reported increases - department stores (+5.3%), furniture stores (+1.4%), fuel dealers (+4.5%), tobacco stores (+1.3%). For most trades, cumulative sales for the first 8 months of 1954 were generally

behind those for the comparable period of last year. Two of the heaviest declines were sales of motor vehicle dealers and clothing stores. August and cumulative sales of motor vehicle dealers were 6.4% and 8.6% below the comparable 1953 periods respectively. Cumulative sales of firms selling



apparel, such as men's, family, and women's clothing stores, and shoe stores were 4.2% lower than in 1953. Of interest is the trend shown by chain stores in this group - sales by the latter were only slightly below 1953 (-0.1%) whereas independent store sales fell by 5.1%. On the other hand, department stores have just managed to hold the line in their sales of clothing - cumulative sales of men's, women's and children's wear were 0.4% above 1953.

A notable exception to the general levelling out of Canadian retail sales is the important food trade. Sales of grocery and combination stores, meat stores, and the food departments of department stores were considerably higher this year than the January to August period of 1953. August sales of grocery and combination stores, \$179,208,000, or about 18% of total retail trade, showed a very slight decrease (0.1%) from last year; but their cumulative sales were 5.2% above 1953. Chain stores in this trade reported a gain of 12.5% when compared with the first 8 months of 1953, whereas independents showed a gain of 1.1%. Department store sales of food and kindred products for this same period were up 5.5%.

All regions but Quebec reported lower sales in August 1954 than in August 1953. Saskatchewan and Alberta continued to report large decreases and their cumulative sales for 1954 were 11.4% and 7.1% below 1953. The sharp drop in sales of motor vehicle dealers in these two provinces, many of whom sell farm implements, was a major contributing factor to this decrease in sales activity.

Percentage Changes in Selected Retail Trades
January to August 1954 over January to August 1953

Chains and Independents

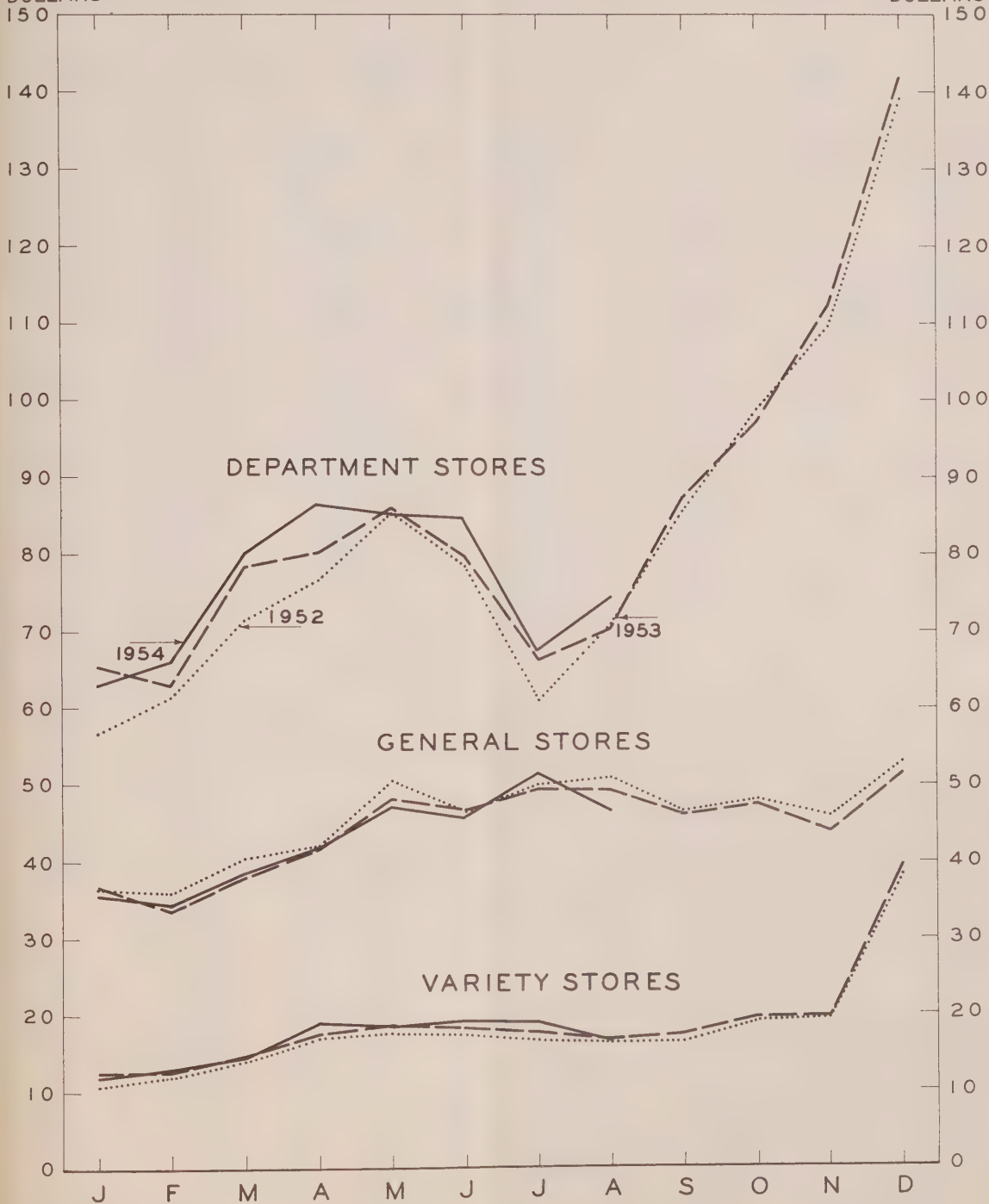
Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 5.2	+ 12.5	+ 1.1
Family Clothing	- 3.2	- 1.0	- 3.6
Women's Clothing	- 2.4	+ 2.8	- 3.8
Shoe	- 4.6	- 3.0	- 5.6
Lumber and Building Material	- 5.5	- 6.3	- 5.2
Furniture	- 3.8	- 7.9	- 2.4
Restaurant	- 2.6	- 3.6	- 2.5
Drug	+ 0.3	+ 0.7	+ 0.2
Jewellery	- 2.3	- 0.8	- 3.0

MONTHLY SALES GENERAL MERCHANDISE TRADE

MILLION
DOLLARS

MILLION
DOLLARS



August, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	977,678	162,506	815,172	82,802
2	Grocery and Combination.....	179,208	65,416	113,793	16,900
3	Meat	13,131	542	12,589	(b)
4	General	46,777	3,290	43,487	8,768
5	Department	74,216	-	74,216	5,858
6	Variety.....	16,517	13,866	2,652	1,724
7	Motor Vehicle	170,162	1,818	168,344	14,209
8	Garage & Filling Station.....	50,882	380	50,502	4,294
9	Men's Clothing.....	11,536	992	10,543	775
10	Family Clothing	13,067	2,369	10,698	2,173
11	Women's Clothing	13,908	2,994	10,914	(b)
12	Shoe	8,013	2,818	5,195	521
13	Hardware	19,663	1,165	18,498	1,231
14	Lumber & Building Material	41,977	11,393	30,584	1,804
15	Furniture	14,960	2,707	12,253	744
16	Appliance & Radio.....	(b)	(b)	(b)	(b)
17	Restaurant	41,360	2,621	38,738	2,405
18	Fuel	15,354	370	14,984	743
19	Drug	22,015	2,637	19,378	1,521
20	Jewellery.....	8,612	2,399	6,212	579
21	Tobacco	7,333	1,288	6,045	(b)
22	All Others.....	191,619	39,808	151,811	16,094
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	53,714	7,160	46,554	64,389
24	Grocery & Combination.....	8,182	2,794	5,388	8,181
25	Meat	528	-	528	732
26	General	4,088	294	3,794	5,976
27	Department.....	6,496	-	6,496	4,016
28	Variety	385	367	18	635
29	Motor Vehicle	9,707	(a)	(a)	13,075
30	Garage & Filling Station	(b)	(a)	(a)	(b)
31	Men's Clothing.....	641	29	612	491
32	Family Clothing	(b)	(a)	(a)	490
33	Women's Clothing	(b)	(b)	(b)	495
34	Shoe	(b)	(b)	(b)	(b)
35	Hardware	1,047	(a)	(a)	2,135
36	Lumber & Building Material	4,475	1,201	3,274	6,403
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	1,899	147	1,752	2,803
40	Fuel	(b)	(b)	(b)	414
41	Drug	1,492	(a)	(a)	1,364
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	8,709	1,673	7,037	11,380

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

August, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
11,896	70,906	232,601	32,231	200,370	365,015	72,407	292,608	1
2,515	14,385	49,947	13,591	36,355	70,227	35,650	34,577	2
(b)	(b)	3,598	-	3,598	4,679	418	4,261	3
539	8,229	8,114	677	7,436	9,743	685	9,059	4
-	5,858	13,153	-	13,153	22,463	-	22,463	5
1,532	192	4,651	3,677	974	7,206	6,326	879	6
(a)	(a)	38,348	(a)	(a)	59,712	555	59,157	7
(a)	(a)	7,978	(a)	(a)	20,437	(a)	(a)	8
(a)	(a)	2,785	144	2,641	4,637	648	3,989	9
339	1,834	4,381	1,090	3,291	3,589	654	2,935	10
(b)	(b)	(b)	(b)	(b)	6,162	1,307	4,855	11
(a)	(a)	2,209	776	1,433	3,480	1,543	1,937	12
(a)	(a)	4,423	716	3,707	6,757	232	6,524	13
-	1,804	6,758	(a)	(a)	13,764	1,859	11,905	14
(a)	(a)	4,948	1,199	3,748	7,028	1,197	5,831	15
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16
(a)	(a)	9,507	691	8,816	15,903	994	14,909	17
-	743	3,711	-	3,711	9,404	370	9,034	18
134	1,388	4,170	292	3,878	9,547	1,318	8,229	19
134	444	1,671	443	1,228	4,103	964	3,138	20
(a)	(a)	1,674	393	1,281	(b)	(a)	(a)	21
5,245	10,850	55,039	5,941	49,098	72,538	15,910	56,629	22
Saskatchewan			Alberta			British Columbia		
10,424	53,965	74,500	12,344	62,156	104,660	16,047	88,613	23
2,092	6,089	10,112	3,650	6,462	15,660	5,123	10,537	24
(a)	(a)	1,214	(a)	(a)	1,821	(a)	(a)	25
(a)	(a)	4,556	(a)	(a)	5,533	(a)	(a)	26
-	4,016	7,488	-	7,488	14,742	-	14,742	27
525	111	922	720	202	996	719	276	28
(a)	(a)	14,960	(a)	(a)	20,150	(a)	(a)	29
(b)	(b)	5,830	-	5,830	5,162	(a)	(a)	30
(a)	(a)	1,049	86	963	1,157	(a)	(a)	31
(a)	(a)	892	(a)	(a)	1,021	(a)	(a)	32
124	371	1,312	179	1,133	1,873	403	1,470	33
(a)	(a)	405	98	307	937	178	759	34
-	2,135	2,030	(a)	(a)	2,041	(a)	(a)	35
4,503	1,901	5,561	3,049	2,512	3,212	(a)	(a)	36
(b)	(b)	815	-	815	975	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	3,154	88	3,065	5,690	625	5,064	39
-	414	(b)	(b)	(b)	619	-	619	40
(a)	(a)	1,573	237	1,336	2,347	532	1,815	41
(a)	(a)	(b)	(b)	(b)	1,122	387	735	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,348	9,032	11,107	3,177	7,930	16,751	5,515	11,236	44

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

August 1954 Over August 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 3.6	- 1.9	+ 0.7	- 1.3	- 2.1	- 23.1	- 12.7	- 0.4
Grocery & Combination.....	- 0.1	- 3.5	+ 0.1	+ 0.4	- 3.1	+ 3.9	+ 1.5	- 0.4
Meat.....	- 5.1	(b)	- 3.8	- 7.1	- 1.7	- 6.9	- 9.9	+ 3.1
General	- 4.9	- 5.9	+ 2.3	- 0.3	- 9.0	- 12.1	- 12.8	- 2.1
Department	+ 5.3	+ 0.7	+ 9.3	+ 2.9	+ 1.6	- 1.7	+ 0.7	+ 14.4
Variety.....	- 0.6	- 1.0	- 4.6	+ 1.7	- 1.0	+ 2.6	+ 4.4	- 3.0
Motor Vehicle.....	- 6.4	(c)	+ 9.1	- 2.7	- 4.4	- 39.5	- 15.3	- 7.0
Garage & Filling Station	- 4.6	+ 6.2	- 5.1	- 3.3	(b)	(b)	- 12.5	+ 4.5
Men's Clothing.....	- 5.3	- 9.9	- 0.1	- 10.6	+ 12.1	- 1.2	- 2.3	- 3.8
Family Clothing	- 4.0	+ 0.4	- 6.2	- 3.0	(b)	- 11.2	- 1.1	+ 0.7
Women's Clothing.....	- 0.7	(b)	(b)	+ 1.8	(b)	- 14.9	+ 7.7	- 1.7
Shoe.....	- 8.4	- 8.1	- 14.5	- 7.1	(b)	(b)	- 6.2	- 0.4
Hardware	- 11.5	- 3.2	- 3.6	- 6.5	- 12.2	- 35.4	- 26.2	+ 8.6
Lumber & Building Material...	- 2.1	+ 3.7	- 5.0	- 2.4	+ 1.3	- 1.9	- 7.2	+ 7.4
Furniture.....	+ 1.4	+ 10.4	+ 2.5	+ 4.1	(b)	(b)	- 7.4	- 13.4
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 5.0	+ 1.7	- 2.0	- 5.0	+ 3.4	- 7.3	- 19.8	- 3.8
Fuel.....	+ 4.5	- 15.8	(c)	+ 9.1	(b)	+ 2.7	(b)	- 14.6
Drug.....	- 3.1	+ 0.5	- 2.8	- 4.1	- 3.9	- 7.3	- 1.2	+ 0.1
Jewellery	- 5.0	- 4.8	- 9.8	- 2.3	(b)	(b)	(b)	- 1.5
Tobacco.....	+ 1.3	(b)	- 4.6	(b)	(b)	(b)	(b)	(b)
All Others.....	- 6.9	- 2.9	+ 0.5	- 1.6	- 2.7	- 37.8	- 29.2	- 5.7

(b) Not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to August 1954

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	7,712,237	653,983	1,804,637	2,976,723	420,907	470,737	587,035	798,246
Grocery & Combination	1,463,720	140,027	415,842	571,295	65,527	60,852	80,584	129,595
Meat	112,255	(b)	30,579	43,623	3,859	5,241	9,247	14,609
General	341,759	70,257	59,815	63,808	29,071	42,713	38,246	37,848
Department	607,502	46,398	108,603	197,032	56,092	32,965	60,190	106,222
Variety	131,386	12,931	38,013	58,384	3,180	4,690	6,975	7,216
Motor Vehicle	1,505,711	120,527	318,035	568,807	89,103	116,910	127,542	164,787
Garage & Filling Station	365,344	28,236	67,530	158,196	15,574	21,641	38,418	35,753
Men's Clothing	112,022	7,486	30,031	48,683	3,636	4,517	8,782	8,891
Family Clothing	117,637	16,956	43,906	34,279	4,391	4,699	6,689	6,719
Women's Clothing	126,101	6,390	33,977	52,110	3,535	4,883	9,906	15,300
Shoe	70,062	5,200	20,623	30,043	2,201	(b)	3,450	6,729
Hardware	149,602	8,603	31,844	55,861	7,549	14,945	15,490	15,311
Lumber & Building Material	248,813	9,134	42,291	89,509	26,501	28,052	30,802	22,526
Furniture	113,106	6,242	40,686	48,895	(b)	(b)	6,153	7,367
Appliance & Radio	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	284,452	15,309	66,157	111,924	15,064	19,414	22,600	33,987
Fuel	138,214	9,134	40,896	70,304	4,511	4,508	(b)	8,622
Drug	176,609	11,824	35,731	75,903	11,131	10,632	13,010	18,378
Jewellery	63,174	3,830	14,307	27,457	(b)	(b)	(b)	7,454
Tobacco	60,170	(b)	14,831	37,521	(b)	(b)	(b)	(b)
All Others	1,361,488	121,238	325,461	549,276	64,530	79,389	93,325	128,271

(b) Not available.

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to August 1954 Over January to August 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.6	+ 0.2	+ 0.1	- 0.1	- 2.9	- 11.4	- 7.1	- 0.6
Grocery & Combination.....	+ 5.2	+ 2.4	+ 4.0	+ 7.3	+ 2.8	+ 10.6	+ 5.0	+ 2.1
Meat.....	+ 2.6	(b)	+ 4.4	+ 1.8	+ 5.1	+ 1.0	+ 1.1	+ 2.2
General	- 0.5	- 0.9	+ 1.0	+ 0.3	- 2.3	- 3.9	- 1.6	+ 2.8
Department	+ 2.9	+ 1.8	+ 3.8	+ 1.8	- 1.5	- 3.9	+ 0.5	+ 11.0
Variety	+ 2.6	+ 1.8	+ 2.1	+ 4.0	- 0.3	+ 2.6	+ 1.2	- 2.4
Motor Vehicle.....	- 8.6	- 2.3	- 2.5	- 7.1	- 6.5	- 23.9	- 15.8	- 10.8
Garage & Filling Station	+ 1.0	+ 5.6	- 2.2	+ 2.2	- 0.1	- 1.0	- 2.2	+ 3.9
Men's Clothing.....	- 6.7	- 5.8	- 8.2	- 6.2	- 1.7	- 9.6	- 5.3	- 6.6
Family Clothing	- 3.2	- 2.4	- 2.1	- 2.0	- 9.2	- 12.3	- 7.7	- 3.2
Women's Clothing.....	- 2.4	+ 1.3	+ 1.3	- 3.2	- 5.5	- 6.9	- 5.1	- 4.6
Shoe.....	- 4.6	- 0.9	- 8.0	- 3.2	- 4.1	(b)	- 3.1	- 3.5
Hardware	- 4.2	- 3.7	- 4.4	- 0.7	- 6.2	- 14.5	- 11.7	+ 4.4
Lumber & Building Material....	- 5.5	- 9.0	- 8.8	- 3.5	- 0.7	- 7.2	- 13.1	+ 3.6
Furniture.....	- 3.8	- 1.1	- 2.8	- 3.9	(b)	(b)	- 10.7	- 1.2
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 2.6	+ 0.1	- 1.9	- 0.1	- 5.1	- 0.5	- 14.7	- 4.1
Fuel	+ 5.9	- 5.1	+ 9.0	+ 5.1	+ 2.8	+ 23.0	(b)	+ 5.2
Drug.....	+ 0.3	+ 1.2	- 1.2	+ 0.6	- 1.2	+ 2.2	+ 1.0	+ 0.6
Jewellery	- 2.3	+ 1.6	- 1.5	- 3.8	(b)	(b)	(b)	- 0.9
Tobacco.....	+ 0.2	(b)	- 0.2	+ 1.0	(b)	(b)	(b)	(b)
All Others.....	- 1.7	+ 1.2	+ 1.4	+ 0.8	- 6.3	- 20.0	- 9.4	- 0.6

(b) Not available.

(Without Adjustment for Price Changes)

August 1954 Over July 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	- 6.4	- 6.5	- 2.7	- 9.1	- 5.7	- 4.1	- 7.1	- 5.7
Grocery & Combination.....	- 13.1	- 12.6	- 16.3	- 11.7	- 9.0	- 15.1	- 9.5	- 12.8
Meat.....	- 14.0	(b)	- 11.6	- 19.7	- 11.0	- 1.7	- 2.7	- 11.4
General	- 9.3	- 11.3	- 4.5	- 6.5	- 2.6	- 11.6	- 15.6	- 13.4
Department	+ 9.9	+ 15.9	+ 26.3	+ 9.8	- 3.4	+ 7.7	+ 4.5	+ 5.5
Variety	- 13.2	- 12.4	- 11.9	- 15.9	- 16.3	- 3.9	- 12.7	- 5.1
Motor Vehicle	- 15.3	- 9.1	- 11.4	- 22.6	- 10.1	- 6.4	- 12.9	- 12.4
Garage & Filling Station	- 7.9	- 13.6	- 18.6	- 10.6	(b)	(b)	+ 6.2	- 7.6
Men's Clothing.....	- 11.6	- 15.9	- 16.2	- 15.2	+ 4.6	+ 5.8	+ 1.5	- 5.6
Family Clothing	- 18.5	- 10.3	- 28.4	- 18.0	(b)	- 27.9	+ 3.5	+ 5.6
Women's Clothing.....	- 19.8	(b)	(b)	- 12.6	(b)	- 21.2	- 21.0	- 17.5
Shoe.....	- 12.5	- 22.8	- 11.7	- 12.5	(b)	(b)	- 13.6	- 2.0
Hardware	- 11.2	(b)	- 10.6	- 14.5	- 14.2	+ 5.1	- 12.0	- 15.9
Lumber & Building Material....	+ 0.3	+ 26.2	- 7.8	- 9.5	- 8.3	+ 31.5	+ 10.5	+ 3.8
Furniture	- 1.7	- 21.0	- 15.5	+ 13.1	(b)	(b)	+ 10.7	- 2.1
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 0.5	+ 6.7	+ 8.1	- 7.7	- 15.1	+ 6.5	- 15.8	+ 22.2
Fuel.....	+ 27.7	+ 2.3	+ 9.8	+ 47.6	(b)	- 32.2	(b)	- 4.8
Drug.....	+ 0.5	- 1.8	- 1.1	+ 2.7	+ 3.6	- 0.1	- 8.2	+ 0.3
Jewellery	+ 2.8	+ 7.2	- 21.1	+ 21.7	(b)	(b)	(b)	+ 0.6
Tobacco.....	- 9.8	(b)	- 32.1	(b)	(b)	(b)	(b)	(b)
All Others.....	+ 5.0	- 1.2	+ 39.7	- 4.8	- 4.1	- 6.6	- 7.8	- 3.0

(b) Not available

Department Store Sales and Stocks
August 1953 and August 1954

These figures are estimates of total department store sales and stocks.
 Stocks are at selling value.

Department	SALES			STOCKS		
	August	August	Change	July 31	July 31	Change
	1953	1954	1954/53	1953	1954	1954/
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	70,483	74,216	+ 5.3	233,980	251,771	+ 7.
1. Women's and Misses' Dresses.....	2,146	2,072	- 3.4	3,202	3,698	+ 15.
2. Women's and Misses' Coats and Suits	1,604	1,576	- 1.7	4,100	3,713	- 9.
3. Women's and Misses' Sportswear.....	1,985	2,163	+ 9.0	5,725	6,921	+ 20.
4. Furs	1,389	1,370	- 1.4	5,691	5,606	- 1.
5. Girls' and Infants' Wear	3,263	3,596	+ 10.2	11,404	11,890	+ 4.
6. Lingerie and Corsets	2,366	2,499	+ 5.6	7,779	8,755	+ 12.
7. Aprons, Housedresses and Uniforms....	456	324	- 28.9	1,134	1,029	- 9.
8. Millinery	628	643	+ 2.4	959	930	- 3.
9. Hosiery and Apparel Accessories	2,192	2,213	+ 1.0	7,697	8,242	+ 7.
10. Women's, Misses' and Children's Shoes	2,807	2,774	- 1.2	12,635	13,575	+ 7.
Ladies' Apparel and Accessories.						
Total 1 - 10	18,836	19,230	+ 2.1	60,326	64,359	+ 6.
11. Men's Clothing	1,528	1,549	+ 1.4	7,720	8,838	+ 14.
12. Men's Furnishings	2,317	2,354	+ 1.6	12,405	12,387	- 0.
13. Boys' Clothing and Furnishings	1,640	1,807	+ 10.2	6,759	7,074	+ 4.
14. Men's and Boys' Shoes	1,098	1,103	+ 0.5	4,650	4,947	+ 6.
15. Food and Kindred Products.....	4,545	4,852	+ 6.8	3,682	4,264	+ 15.
16. Toiletries, Cosmetics and Drugs	1,687	1,689	+ 0.1	5,202	5,636	+ 8.
17. Photographic Equipment and Supplies..	313	296	- 5.4	934	955	+ 2.
18. Piece Goods	1,508	1,536	+ 1.9	8,683	8,537	- 1.
19. Linens and Domestic Goods	2,815	2,666	- 5.3	8,633	9,170	+ 6.
20. Smallwares	1,359	1,358	- 0.1	6,018	5,945	- 1.
21. China and Glassware	1,213	1,179	- 2.8	8,440	8,456	+ 0.
22. Home Furnishings	4,810	5,023	+ 4.4	22,133	24,278	+ 9.
23. Furniture	6,294	6,380	+ 1.4	15,536	15,682	+ 0.
24. Major Appliances	3,908	4,227	+ 8.2	9,257	12,262	+ 32.
25. Radio and Music	1,578	2,499	+ 58.4	5,987	6,063	+ 1.
26. Hardware and Housewares	4,933	5,343	+ 8.3	14,792	17,606	+ 19.
27. Jewellery	1,311	1,292	- 1.4	7,505	7,593	+ 1.
28. Sporting Goods and Luggage	2,295	2,495	+ 8.7	11,722	12,151	+ 3.
29. Stationery, Books and Magazines.....	1,182	1,377	+ 16.5	4,244	4,649	+ 9.
30. All Other Departments	5,313	5,961	+ 12.2	9,352	10,919	+ 16.

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

63-005



CANADA

RETAIL TRADE

SEPTEMBER, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
17-11-54

Price: \$2.00 per year

Vol. XXVI—No. 9

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

R E T A I L T R A D E

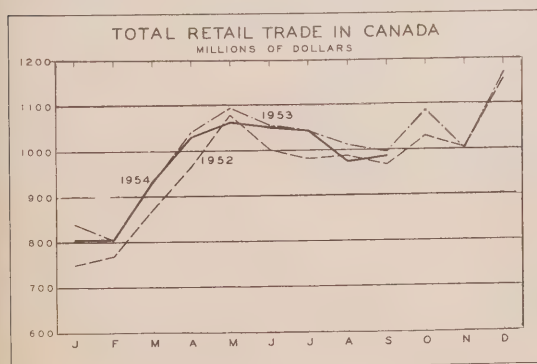
Retail trade in Canada totalled an estimated \$988,112,000 in September 1954, fractionally lower than the sales of September 1953 but 1.1% greater than sales in August 1954. Sales for the first nine months of 1954, at \$8,700,349,000 were 1.5% below sales for the corresponding period of 1953. During the nine months of 1954, March was the only month in which sales were not below the level of 1953 and for that month the increase was very nominal.

Sales in September 1954 increased slightly over 1953 in the eastern provinces and British Columbia with the latter having the largest at 2.2%. Decreased sales of considerable proportions continued in the Prairie Provinces; Saskatchewan sales were lower by 21.2%, Alberta 5.6% and Manitoba 3.5%.

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u> \$'000	<u>1954</u> \$'000	<u>% Change</u> <u>1954/1953</u>
First Half	5,775,608	5,690,158	- 1.5
July	1,045,304	1,044,401	- 0.1
August	1,014,115	977,678	- 3.6
September	996,773	988,112	- 0.9
Total	8,831,800	8,700,349	- 1.5

Only seven of the twenty specified trades showed increased sales in September 1954. Food store sales advanced consistently for all regions



while department and variety stores showed increases in several of the provinces. Motor vehicle dealers' sales increased in three provinces and decreased in three with the Atlantic Provinces remaining unchanged. Saskatchewan showed the

largest drop with 37.9% below September 1953.

During the nine months of 1954, sales of motor vehicle dealers showed the greatest decline, (8.0%) which was reflected in all regions of the country. Although many other trades were below 1953 in sales, motor vehicle dealers, with their greater volume of business, no doubt contributed largely to the over-all decline of 1.5%. Other large volume trades-food, department and variety stores - reported increased sales during the nine months of 1954.

September sales of department stores amounted to \$89,408,000 a gain of 2.6% above 1953. Inventory on hand at the end of August totalled \$267,158,000 a gain of 5.1% over August 1953.

Percentage Changes in Selected Retail Trade

January to September 1954 over January to September 1953

Chains and Independents

Canada

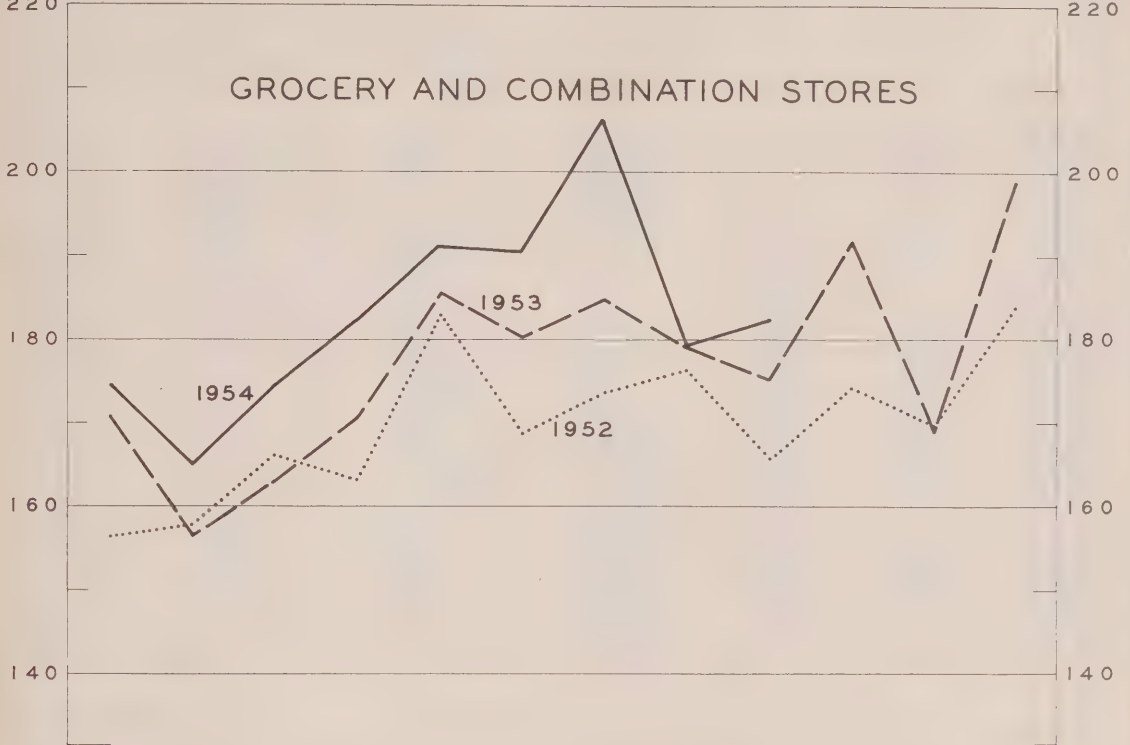
	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 5.1	+ 12.2	+ 1.1
Family Clothing	- 2.7	- 1.6	- 2.9
Women's Clothing	- 2.7	+ 2.5	- 4.2
Shoe	- 4.4	- 2.7	- 5.4
Lumber and Building Material .	- 5.8	- 7.1	- 5.4
Furniture	- 3.2	- 8.4	- 1.4
Restaurant	- 3.1	- 4.1	- 3.1
Drug	+ 0.2	+ 0.3	+ 0.2
Jewellery	- 2.1	+ 0.2	- 3.1

MONTHLY SALES FOOD TRADES

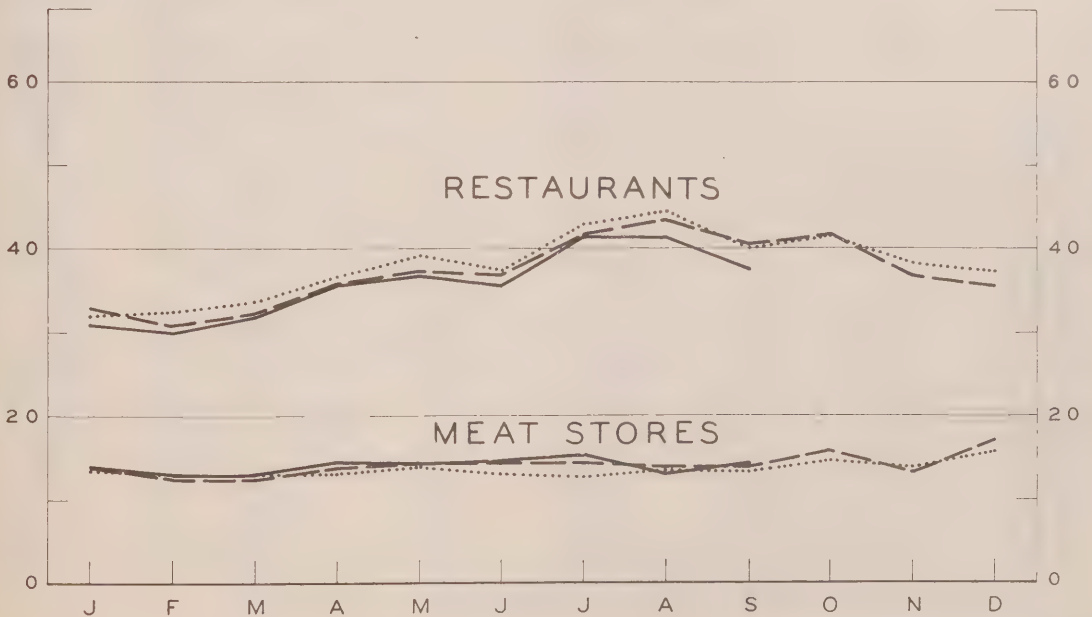
MILLION
DOLLARS
220

MILLION
DOLLARS
220

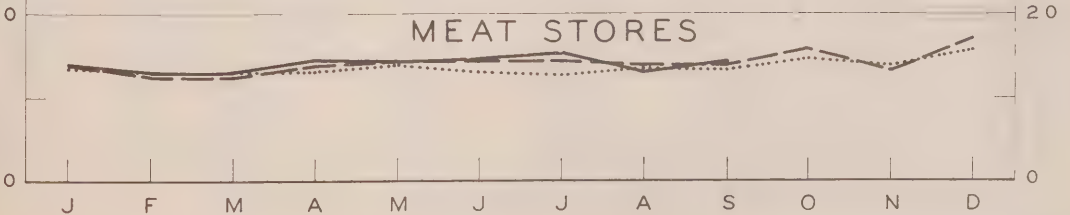
GROCERY AND COMBINATION STORES



RESTAURANTS



MEAT STORES



September, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES.....	988,112	176,170	811,942	82,763
2	Grocery and Combination.....	182,468	68,927	113,540	17,492
3	Meat.....	14,164	605	13,559	(b)
4	General.....	44,282	3,005	41,277	8,744
5	Department.....	89,408	-	89,408	6,353
6	Variety.....	17,947	15,085	2,862	1,859
7	Motor Vehicle.....	157,558	1,794	155,764	12,240
8	Garage & Filling Station.....	46,205	351	45,854	4,613
9	Men's Clothing.....	13,133	1,573	11,560	899
10	Family Clothing.....	15,899	2,546	13,353	2,201
11	Women's Clothing.....	15,301	3,426	11,875	(b)
12	Shoe.....	9,610	3,458	6,151	760
13	Hardware.....	20,751	1,179	19,572	1,445
14	Lumber & Building Material.....	40,898	9,800	31,097	1,645
15	Furniture.....	15,458	3,506	11,952	951
16	Appliance & Radio.....	(b)	(b)	(b)	(b)
17	Restaurant.....	37,628	2,330	35,298	1,819
18	Fuel.....	21,430	464	20,966	1,312
19	Drug.....	22,164	2,640	19,524	1,427
20	Jewellery.....	8,695	3,098	5,598	(b)
21	Tobacco.....	7,851	1,295	6,556	(b)
22	All Others.....	184,613	46,162	138,453	15,935
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	53,581	7,457	46,124	60,022
24	Grocery & Combination.....	8,379	2,761	5,619	7,862
25	Meat.....	522	-	522	717
26	General.....	3,848	277	3,571	5,828
27	Department.....	8,082	-	8,082	4,181
28	Variety.....	398	379	19	568
29	Motor Vehicle.....	7,606	(a)	(a)	12,530
30	Garage & Filling Station.....	(b)	(a)	(a)	(b)
31	Men's Clothing.....	482	44	438	515
32	Family Clothing.....	(b)	(a)	(a)	467
33	Women's Clothing.....	500	139	361	562
34	Shoe.....	(b)	(b)	(b)	(b)
35	Hardware.....	1,112	(a)	(a)	1,900
36	Lumber & Building Material.....	4,456	1,150	3,307	4,894
37	Furniture.....	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	2,076	135	1,941	2,350
40	Fuel.....	758	-	758	490
41	Drug.....	1,427	(a)	(a)	1,422
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	8,640	1,945	6,695	9,845

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

September, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces		Quebec			Ontario			
13,082	69,681	232,548	36,184	196,364	381,718	80,658	301,060	1
2,682	14,810	51,072	14,601	36,471	71,709	37,840	33,869	2
(b)	(b)	3,869	-	3,869	5,357	477	4,881	3
513	8,230	8,066	673	7,392	7,867	553	7,314	4
-	6,353	17,843	-	17,843	29,697	-	29,697	5
1,652	207	5,240	4,143	1,098	8,050	7,067	982	6
(a)	(a)	31,743	(a)	(a)	61,162	568	60,594	7
(a)	(a)	8,792	(a)	(a)	18,908	(a)	(a)	8
(a)	(a)	3,120	187	2,932	5,856	1,088	4,768	9
141	2,060	5,432	1,338	4,094	5,510	778	4,732	10
(b)	(b)	(b)	(b)	(b)	6,750	1,456	5,294	11
(a)	(a)	(b)	(b)	(b)	4,178	1,910	2,268	12
(a)	(a)	4,978	696	4,282	6,815	233	6,583	13
-	1,645	6,678	(a)	(a)	14,587	1,905	12,682	14
(a)	(a)	5,572	1,638	3,933	6,836	1,365	5,472	15
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16
(a)	(a)	9,140	657	8,483	14,740	928	13,812	17
-	1,312	6,007	-	6,007	11,780	464	11,316	18
128	1,299	3,853	226	3,627	10,092	1,368	8,724	19
(b)	(b)	1,771	579	1,191	3,730	1,314	2,417	20
(a)	(a)	2,170	383	1,787	(b)	(a)	(a)	21
6,079	9,856	47,190	7,121	40,070	72,549	18,828	53,721	22
Saskatchewan		Alberta			British Columbia			
9,162	50,860	76,571	12,607	63,964	100,916	17,030	83,886	23
2,002	5,860	10,589	3,798	6,791	15,366	5,244	10,122	24
(a)	(a)	1,253	(a)	(a)	1,924	(a)	(a)	25
(a)	(a)	5,218	(a)	(a)	4,713	(a)	(a)	26
-	4,181	8,399	-	8,399	14,853	-	14,853	27
469	99	861	673	188	971	702	269	28
(a)	(a)	14,298	(a)	(a)	17,979	(a)	(a)	29
(b)	(b)	3,945	-	3,945	4,401	(a)	(a)	30
(a)	(a)	990	115	875	1,273	(a)	(a)	31
(a)	(a)	849	(a)	(a)	860	(a)	(a)	32
126	435	1,146	192	955	1,910	448	1,462	33
(a)	(a)	371	96	275	948	182	767	34
-	1,900	2,405	(a)	(a)	2,095	(a)	(a)	35
3,340	1,554	5,538	2,677	2,861	3,100	(a)	(a)	36
(b)	(b)	737	-	737	961	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	2,889	72	2,818	4,614	476	4,138	39
-	490	(b)	(b)	(b)	1,054	-	1,054	40
(a)	(a)	1,711	257	1,454	2,232	543	1,689	41
(a)	(a)	(b)	(b)	(b)	1,180	439	742	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,376	7,469	13,533	3,529	10,004	16,920	6,284	10,636	44

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

September 1954 Over September 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 0.9	+ 2.0	+ 1.3	+ 1.9	- 3.5	- 21.2	- 5.6	+ 2.2
Grocery & Combination.....	+ 4.1	+ 3.2	+ 0.8	+ 7.3	+ 2.8	+ 3.8	+ 5.7	+ 1.8
Meat.....	+ 2.0	(b)	+ 8.8	+ 0.1	- 9.1	- 6.9	- 1.4	+ 9.1
General	- 3.9	- 2.2	+ 2.8	- 3.2	- 7.1	- 12.2	- 6.9	- 1.8
Department	+ 2.6	- 1.5	+ 9.9	- 1.3	+ 3.0	- 10.9	+ 1.3	+ 9.5
Variety	+ 3.7	+ 3.0	+ 6.0	+ 4.7	- 5.2	- 0.4	- 3.9	- 1.6
Motor Vehicle	- 1.8	(c)	+ 4.5	+ 8.3	- 6.9	- 37.9	- 9.5	+ 4.7
Garage & Filling Station	- 2.6	+ 3.2	- 4.3	- 2.0	(b)	(b)	- 1.2	- 3.6
Men's Clothing.....	- 7.7	- 5.8	- 6.1	- 10.2	+ 3.9	- 8.4	- 13.5	+ 0.5
Family Clothing	+ 1.1	+ 1.9	+ 0.9	+ 8.8	(b)	- 21.6	- 16.8	- 3.8
Women's Clothing.....	- 5.4	(b)	(b)	- 5.0	- 14.1	- 13.8	- 12.0	- 2.4
Shoe.....	- 2.7	+ 0.5	(b)	- 3.7	(b)	(b)	- 11.0	- 1.2
Hardware	- 4.8	+ 2.3	+ 3.3	+ 0.6	- 9.8	- 18.5	- 19.3	- 7.2
Lumber & Building Material....	- 7.5	+ 8.4	- 14.2	- 1.0	- 1.5	- 19.0	- 9.5	- 10.5
Furniture	+ 1.3	+ 6.4	- 9.6	+ 12.9	(b)	(b)	- 13.7	+ 2.3
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 6.8	+ 0.2	- 3.6	- 6.1	- 5.6	- 11.7	- 20.8	- 5.1
Fuel.....	+ 2.1	+ 1.4	+ 7.7	+ 1.2	+ 6.2	- 3.5	(b)	- 14.1
Drug.....	- 0.1	+ 1.1	- 3.3	- 0.8	+ 3.6	+ 3.9	+ 5.6	- 1.0
Jewellery	- 0.3	(b)	+ 1.8	- 5.8	(b)	(b)	(b)	+ 13.4
Tobacco.....	- 0.8	(b)	- 0.2	(b)	(b)	(b)	(b)	(b)
All Others.....	- 2.7	+ 5.6	+ 5.3	- 1.4	- 12.4	- 35.7	- 4.3	+ 0.2

(b) Not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to September 1954

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	8,700,349	736,746	2,037,185	3,358,442	474,488	530,759	663,605	899,162
Grocery & Combination	1,646,188	157,519	466,914	643,004	73,906	68,714	91,173	144,961
Meat	126,419	(b)	34,448	48,980	4,381	5,958	10,500	16,533
General	386,041	79,001	67,881	71,675	32,919	48,541	43,464	42,561
Department	696,910	52,751	126,446	226,730	64,174	37,146	68,588	121,075
Variety	149,333	14,790	43,253	66,434	3,578	5,258	7,836	8,187
Motor Vehicle	1,663,269	132,767	349,778	629,969	96,709	129,440	141,840	182,766
Garage & Filling Station	411,549	32,849	76,322	177,104	17,788	24,973	42,363	40,154
Men's Clothing	125,155	8,385	33,151	54,539	4,118	5,032	9,772	10,164
Family Clothing	133,536	19,157	49,338	39,789	4,971	5,166	7,538	7,579
Women's Clothing	141,402	7,148	37,653	58,860	4,035	5,445	11,052	17,210
Shoe	79,672	5,960	23,441	34,221	2,480	(b)	3,821	7,677
Hardware	170,353	10,048	36,822	62,676	8,661	16,845	17,895	17,406
Lumber & Building Material	289,711	10,779	48,969	104,096	30,957	32,946	36,340	25,626
Furniture	128,564	7,193	46,258	55,731	(b)	(b)	6,990	8,328
Appliance & Radio	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	322,080	17,128	75,297	126,664	17,140	21,764	25,489	38,601
Fuel	159,644	10,446	46,903	82,084	5,269	4,998	(b)	9,676
Drug	198,773	13,251	39,584	85,995	12,558	12,054	14,721	20,610
Jewellery	71,869	4,471	16,078	31,187	(b)	(b)	(b)	8,634
Tobacco	68,021	(b)	17,001	42,233	(b)	(b)	(b)	(b)
All Others	1,546,101	137,173	372,651	621,825	73,170	89,234	106,858	145,191

(b) Not available

Percentage Changes in Retail Trade—By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to September 1954 Over January to September 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.5	+ 0.4	+ 0.2	+ 0.1	- 3.0	- 12.6	- 6.9	- 0.3
Grocery & Combination.....	+ 5.1	+ 2.5	+ 3.7	+ 7.3	+ 2.8	+ 9.7	+ 5.1	+ 2.1
Meat.....	+ 2.5	(b)	+ 4.9	+ 1.7	+ 3.2	(c)	+ 0.8	+ 3.0
General	- 0.9	- 1.0	+ 1.2	- 0.1	- 2.9	- 5.0	- 2.3	+ 2.3
Department	+ 2.8	+ 1.4	+ 4.6	+ 1.4	- 0.9	- 4.7	+ 0.6	+ 10.8
Variety.....	+ 2.7	+ 2.0	+ 2.6	+ 4.1	- 0.9	+ 2.3	+ 0.6	- 2.3
Motor Vehicle.....	- 8.0	- 2.1	- 1.9	- 5.8	- 6.6	- 25.5	- 15.2	- 9.5
Garage & Filling Station	+ 0.6	+ 5.3	- 2.5	+ 1.8	- 0.1	- 2.5	- 2.1	+ 3.0
Men's Clothing.....	- 6.8	- 5.8	- 8.0	- 6.7	- 1.1	- 9.4	- 6.2	- 5.8
Family Clothing	- 2.7	- 1.9	- 1.7	- 0.6	- 8.8	- 13.3	- 8.8	- 3.3
Women's Clothing.....	- 2.7	+ 0.5	+ 0.8	- 3.4	- 6.6	- 7.6	- 5.9	- 4.4
Shoe.....	- 4.4	- 0.7	- 7.1	- 3.2	- 4.7	(b)	- 4.0	- 3.3
Hardware	- 4.3	- 2.9	- 3.5	- 0.6	- 6.7	- 15.0	- 12.8	+ 2.9
Lumber & Building Material....	- 5.8	- 6.7	- 9.6	- 3.1	- 0.8	- 9.2	- 12.5	+ 1.7
Furniture.....	- 3.2	- 0.2	- 3.7	- 2.1	(b)	(b)	- 11.1	- 0.8
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 3.1	+ 0.1	- 2.1	- 0.8	- 5.2	- 1.8	- 15.4	- 4.2
Fuel.....	+ 5.3	- 4.3	+ 8.9	+ 4.5	+ 3.3	+ 19.7	(b)	+ 2.7
Drug.....	+ 0.2	+ 1.2	- 1.4	+ 0.5	- 0.7	+ 2.4	+ 1.5	+ 0.4
Jewellery	- 2.1	+ 3.5	- 1.1	- 4.0	(b)	(b)	(b)	+ 0.8
Tobacco.....	+ 0.1	(b)	- 0.2	+ 0.7	(b)	(b)	(b)	(b)
All Others.....	- 1.9	+ 1.7	+ 1.9	+ 0.5	- 7.0	- 22.1	- 8.8	- 0.5

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

September 1954 Over August 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 1.1	(c)	(c)	+ 4.6	- 0.2	- 6.8	+ 2.8	- 3.6
Grocery & Combination.....	+ 1.8	+ 3.5	+ 2.3	+ 2.1	+ 2.4	- 3.9	+ 4.7	- 1.9
Meat.....	+ 7.9	(b)	+ 7.5	+ 14.5	- 1.1	- 2.0	+ 3.2	+ 5.7
General	- 5.3	- 0.3	- 0.6	- 19.3	- 5.9	- 2.5	+ 14.5	- 14.8
Department	+ 20.5	+ 8.4	+ 35.7	+ 32.2	+ 24.4	+ 4.1	+ 12.2	+ 0.8
Variety.....	+ 8.7	+ 7.8	+ 12.7	+ 11.7	+ 3.4	- 10.6	- 6.6	- 2.5
Motor Vehicle.....	- 7.4	- 13.9	- 17.2	+ 2.4	- 21.6	- 4.2	- 4.4	- 10.8
Garage & Filling Station	- 9.2	+ 7.4	+ 10.2	- 7.5	(b)	(b)	- 32.3	- 14.7
Men's Clothing.....	+ 13.8	+ 16.0	+ 12.0	+ 26.3	- 24.8	+ 4.9	- 5.6	+ 10.0
Family Clothing	+ 21.7	+ 1.3	+ 24.0	+ 53.5	(b)	- 4.7	- 4.8	- 15.8
Women's Clothing.....	+ 10.0	(b)	(b)	+ 9.5	(b)	+ 13.5	- 12.7	+ 2.0
Shoe.....	+ 19.9	+ 45.9	(b)	+ 20.1	(b)	(b)	- 8.4	+ 1.2
Hardware	+ 5.5	+ 17.4	+ 12.5	+ 0.9	+ 6.2	- 11.0	+ 18.5	+ 2.6
Lumber & Building Material....	- 2.6	- 8.8	- 1.2	+ 6.0	- 0.4	- 23.6	- 0.4	- 3.5
Furniture.....	+ 3.3	+ 27.8	+ 12.6	- 2.7	(b)	(b)	- 9.6	- 1.4
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 9.0	- 24.4	- 3.9	- 7.3	+ 9.3	- 16.2	- 8.4	- 18.9
Fuel.....	+ 39.6	+ 76.6	+ 61.9	+ 25.3	(b)	+ 18.4	(b)	+ 70.3
Drug.....	+ 0.7	- 6.2	- 7.6	+ 5.7	- 4.4	+ 4.3	+ 8.8	- 4.9
Jewellery	+ 1.0	(b)	+ 6.0	- 9.1	(b)	(b)	(b)	+ 5.2
Tobacco.....	+ 7.1	(b)	+ 29.6	(b)	(b)	(b)	(b)	(b)
All Others.....	- 3.7	- 1.0	- 14.3	(c)	- 0.8	- 13.5	+ 21.8	+ 1.0

(b) Not available (c) Unchanged

Department Store Sales and Stocks

September 1953 and September 1954

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

Department	SALES			STOCKS		
	Sept. 1953	Sept. 1954	Change 1954/53	Aug. 31 1953	Aug. 31 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	87,168	89,408	+ 2.6	254,083	267,158	+ 5.1
1. Women's and Misses' Dresses.....	2,581	2,639	+ 2.2	4,170	4,396	+ 5.4
2. Women's and Misses' Coats and Suits	3,289	3,175	- 3.5	5,838	5,507	- 5.7
3. Women's and Misses' Sportswear.....	2,769	2,863	+ 3.4	6,422	7,456	+ 16.1
4. Furs	1,375	1,487	+ 8.1	7,320	6,900	- 5.7
5. Girls' and Infants' Wear	5,790	5,793	+ 0.1	13,812	13,667	- 1.0
6. Lingerie and Corsets	2,958	2,929	- 1.0	8,244	9,295	+ 12.7
7. Aprons, Housedresses and Uniforms...	409	353	- 13.7	1,235	987	- 20.1
8. Millinery	1,366	1,403	+ 2.7	1,272	1,312	+ 3.1
9. Hosiery and Apparel Accessories	3,399	3,428	+ 0.9	9,047	9,468	+ 4.7
10. Women's, Misses' and Children's Shoes	4,049	4,141	+ 2.3	14,532	14,807	+ 1.9
Ladies' Apparel and Accessories.						
Total 1 - 10	27,985	28,211	+ 0.8	71,892	73,795	+ 2.6
11. Men's Clothing	2,721	2,869	+ 5.4	8,695	9,763	+ 12.3
12. Men's Furnishings	3,520	3,554	+ 1.0	14,533	13,988	- 3.8
13. Boys' Clothing and Furnishings	2,686	2,760	+ 2.8	8,013	7,985	- 0.3
14. Men's and Boys' Shoes	1,326	1,385	+ 4.4	5,231	5,490	+ 5.0
15. Food and Kindred Products.....	4,531	4,926	+ 8.7	4,054	4,247	+ 4.8
16. Toiletries, Cosmetics and Drugs	1,870	1,839	- 1.7	5,387	5,679	+ 5.4
17. Photographic Equipment and Supplies..	264	262	- 0.8	972	975	+ 0.3
18. Piece Goods	1,941	1,941	(c)	9,529	9,300	- 2.4
19. Linens and Domestic	3,233	3,012	- 6.8	8,558	9,201	+ 7.5
20. Smallwares	1,712	1,697	- 0.9	6,217	6,028	- 3.0
21. China and Glassware	1,169	1,122	- 4.0	8,596	8,531	- 0.8
22. Home Furnishings	5,144	5,171	+ 0.5	22,699	25,082	+ 10.5
23. Furniture	5,716	5,443	- 4.8	14,410	13,992	- 2.9
24. Major Appliances	4,247	4,295	+ 1.1	8,758	11,801	+ 34.7
25. Radio and Music	1,865	3,032	+ 62.6	5,719	5,608	- 1.9
26. Hardware and Housewares	5,110	5,325	+ 4.2	14,400	17,226	+ 19.6
27. Jewellery	1,432	1,453	+ 1.5	7,763	7,811	+ 0.6
28. Sporting Goods and Luggage	2,516	2,425	- 3.6	14,029	13,993	- 0.3
29. Stationery, Books and Magazines.....	1,701	1,748	+ 2.8	4,643	4,925	+ 6.1
30. All Other Departments	6,479	6,938	+ 7.1	9,985	11,738	+ 17.6

(c) Unchanged

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

January to September 1953 and January to September 1954

Department	SALES		
	Jan. to Sept. 1953	Jan. to Sept. 1954	Change 1954/1953
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	677,623	696,910	+ 2.8
1. Women's and Misses' Dresses.....	23,970	24,197	+ 0.9
2. Women's and Misses' Coats and Suits	20,146	19,588	- 2.8
3. Women's and Misses' Sportswear.....	18,312	18,961	+ 3.5
4. Furs	7,777	7,760	- 0.2
5. Girls' and Infants' Wear	32,084	33,079	+ 3.1
6. Lingerie and Corsets	26,452	27,106	+ 2.5
7. Aprons, Housedresses and Uniforms....	4,895	4,100	- 16.2
8. Millinery	7,171	7,186	+ 0.2
9. Hosiery and Apparel Accessories	24,714	24,342	- 1.5
10. Women's, Misses' and Children's Shoes	29,231	29,470	+ 0.8
Ladies' Apparel and Accessories.			
Total 1 - 10	194,752	195,789	+ 0.5
11. Men's Clothing	20,980	21,942	+ 4.6
12. Men's Furnishings	26,494	25,801	- 2.6
13. Boys' Clothing and Furnishings	16,387	16,584	+ 1.2
14. Men's and Boys' Shoes	10,688	10,751	+ 0.6
15. Food and Kindred Products.....	43,858	46,404	+ 5.8
16. Toiletries, Cosmetics and Drugs	16,683	16,857	+ 1.0
17. Photographic Equipment and Supplies..	2,328	2,352	+ 1.0
18. Piece Goods	17,397	17,408	+ 0.1
19. Linens and Domesticity	25,601	24,418	- 4.6
20. Smallwares	14,248	14,018	- 1.6
21. China and Glassware	9,009	8,598	- 4.6
22. Home Furnishings	45,279	45,661	+ 0.8
23. Furniture	48,292	47,967	- 0.7
24. Major Appliances	31,664	34,667	+ 9.5
25. Radio and Music	12,245	17,819	+ 45.5
26. Hardware and Housewares	45,314	48,044	+ 6.0
27. Jewellery	11,449	11,261	- 1.6
28. Sporting Goods and Luggage	20,994	21,899	+ 4.3
29. Stationery, Books and Magazines.....	9,976	10,719	+ 7.4
30. All Other Departments	53,985	57,951	+ 7.3

63-005



CANADA

RETAIL TRADE

OCTOBER, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
14-12-54

Price \$2.00 per year

Vol. XXVI—No. 10

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1954.

R E T A I L T R A D E

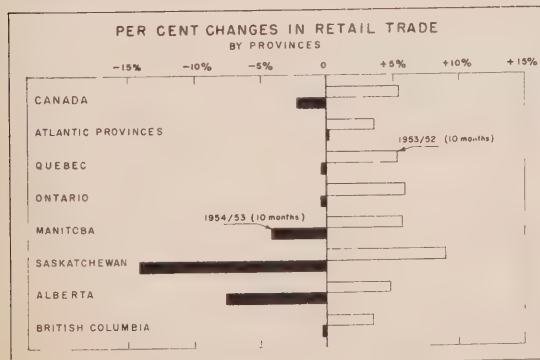
Total retail sales in October 1954 were estimated at \$1,006,087,000 a decrease of 7.6% from the October 1953 sales of \$1,088,414,000 but an increase of 1.8% from September 1954 when sales were estimated at \$988,112,000. For the ten-month period of 1954 compared with 1953 the estimated decrease was 2.2%, all months of 1954 showing decreases except March when the increase was only 0.4%.

Regionally, Saskatchewan continued to provide the largest decrease 26.9% with British Columbia the smallest at 1.1%. Decreases in other provinces were Manitoba and Alberta 13.4%; Ontario 5.9%; Quebec 5.6% and the Atlantic Provinces 1.6%.

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u> \$'000	<u>1954</u> \$'000	<u>% Change</u> <u>1954/1953</u>
First Half	5,775,608	5,690,158	- 1.5
July	1,045,304	1,044,401	- 0.1
August	1,014,115	977,678	- 3.6
September	996,773	988,112	- 0.9
October	1,088,414	1,006,087	- 7.6
Total	9,920,214	9,706,436	- 2.2

All trades, but grocery and combination and variety stores had decreases for October 1954 as compared with October 1953. Motor vehicle dealers showed the largest decrease, by trades, at 25.7%, all provinces contributing to this decrease.



For the ten month period January to October 1954 compared with the same period of 1953 only six of the twenty specified trades showed increases; grocery and combination 4.6%; fuel dealers 4.6%; department

2.

stores and variety stores 2.4%, meat markets 1.5% and garages and filling stations 0.4%.

Department store sales for October 1954 amounted to \$96,945,000 a decrease of 0.6% from 1953. Inventories on hand in department stores at September 30, 1954 were up 6.6% over 1953 at \$265,592,000.

Percentage Changes in Selected Retail Trade

January to October 1954 over January to October 1953

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 4.6	+ 11.5	+ 0.7
Family Clothing	- 3.5	- 2.6	- 3.7
Women's Clothing	- 3.9	+ 1.8	- 5.5
Shoe	- 4.2	- 2.4	- 5.2
Lumber and Building Material.	- 6.4	- 8.2	- 5.9
Furniture	- 3.5	- 7.9	- 2.0
Restaurant	- 3.8	- 4.2	- 3.8
Drug	- 0.1	- 0.1	- 0.1
Jewellery	- 2.1	+ 1.7	- 3.7

MONTHLY SALES APPAREL STORES

MILLION
DOLLARS

MILLION
DOLLARS

3 0

3 0

SHOE STORES

2 0

2 0

1 0

1 0

0

0

1953

1954

1952

3 0

3 0

FAMILY CLOTHING STORES

2 0

2 0

1 0

1 0

0

0

3 0

3 0

WOMEN'S CLOTHING STORES

2 0

2 0

1 0

1 0

0

0

4 0

4 0

MEN'S CLOTHING STORES

3 0

3 0

2 0

2 0

1 0

1 0

0

0

J

F

M

A

M

J

J

A

S

O

N

D

Estimated Retail Trade - Chain and Independent - By Provinces and Kinds of Business

October, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES.....	1,006,087	194,095	811,992	85,120
2	Grocery and Combination.....	193,445	77,499	115,946	17,816
3	Meat.....	14,846	667	14,179	(b)
4	General.....	44,860	3,012	41,848	8,776
5	Department.....	96,945	-	96,945	7,366
6	Variety.....	19,690	16,573	3,117	2,022
7	Motor Vehicle.....	135,388	1,505	133,883	10,287
8	Garage & Filling Station.....	48,853	363	48,490	3,944
9	Men's Clothing.....	17,530	2,465	15,065	1,015
10	Family Clothing.....	18,097	2,982	15,115	2,521
11	Women's Clothing.....	17,350	4,029	13,321	(b)
12	Shoe.....	9,913	3,546	6,367	692
13	Hardware.....	20,567	1,189	19,378	1,419
14	Lumber & Building Material.....	39,934	9,468	30,466	1,719
15	Furniture.....	15,718	3,807	11,911	1,087
16	Appliance & Radio.....	(b)	(b)	(b)	(b)
17	Restaurant.....	37,853	2,332	35,521	(b)
18	Fuel.....	22,793	456	22,337	1,580
19	Drug.....	23,478	2,986	20,492	1,613
20	Jewellery.....	9,890	3,876	6,015	618
21	Tobacco.....	7,917	1,295	6,623	(b)
22	All Others.....	186,438	51,378	135,058	18,065
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	55,667	8,747	46,920	56,318
24	Grocery & Combination.....	9,131	3,480	5,652	7,990
25	Meat.....	622	-	622	817
26	General.....	3,862	278	3,584	6,202
27	Department.....	9,173	-	9,173	4,958
28	Variety.....	533	508	25	666
29	Motor Vehicle.....	7,123	(a)	(a)	8,709
30	Garage & Filling Station.....	(b)	(a)	(a)	(b)
31	Men's Clothing.....	(b)	(b)	(b)	666
32	Family Clothing.....	616	(a)	(a)	712
33	Women's Clothing.....	(b)	(b)	(b)	786
34	Shoe.....	(b)	(b)	(b)	(b)
35	Hardware.....	972	(a)	(a)	1,823
36	Lumber & Building Material.....	4,342	1,161	3,181	4,160
37	Furniture.....	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant.....	2,130	131	1,999	2,381
40	Fuel.....	751	-	751	(b)
41	Drug.....	1,429	(a)	(a)	1,517
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	8,334	2,233	6,101	8,741

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

October, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
13,801	71,319	236,032	39,901	196,131	390,591	90,441	300,150	1
2,788	15,028	55,852	16,816	39,036	74,389	42,224	32,164	2
(b)	(b)	3,609	-	3,609	6,027	529	5,498	3
499	8,276	8,271	691	7,580	7,857	552	7,305	4
-	7,366	17,121	-	17,121	31,735	-	31,735	5
1,797	225	5,443	4,302	1,140	8,921	7,832	1,089	6
(a)	(a)	26,618	(a)	(a)	53,981	501	53,480	7
(a)	(a)	9,356	(a)	(a)	20,991	(a)	(a)	8
(a)	(a)	4,681	325	4,356	7,780	1,708	6,073	9
233	2,288	6,691	1,539	5,152	5,718	933	4,785	10
(b)	(b)	(b)	(b)	(b)	7,358	1,680	5,678	11
(a)	(a)	(b)	(b)	(b)	4,447	1,945	2,503	12
(a)	(a)	4,752	692	4,060	6,987	235	6,752	13
-	1,719	6,261	(a)	(a)	14,369	1,941	12,428	14
(a)	(a)	5,074	1,801	3,273	6,928	1,512	5,416	15
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16
(a)	(a)	10,386	645	9,741	14,642	959	13,684	17
-	1,580	6,422	-	6,422	11,584	456	11,128	18
152	1,461	4,321	329	3,992	10,419	1,515	8,904	19
195	423	1,916	642	1,273	4,735	1,905	2,829	20
(a)	(a)	1,929	402	1,527	(b)	(a)	(a)	21
6,523	11,543	47,422	7,817	39,605	75,197	21,691	53,506	22
Saskatchewan			Alberta			British Columbia		
9,399	46,919	77,448	13,389	64,059	104,922	18,418	86,504	23
2,120	5,870	11,198	4,081	7,118	17,069	5,990	11,078	24
(a)	(a)	1,336	(a)	(a)	1,827	(a)	(a)	25
(a)	(a)	5,237	(a)	(a)	4,656	(a)	(a)	26
-	4,958	9,232	-	9,232	17,360	-	17,360	27
550	116	1,059	827	232	1,047	757	291	28
(a)	(a)	12,335	(a)	(a)	16,335	(a)	(a)	29
(b)	(b)	4,437	-	4,437	4,633	(a)	(a)	30
(a)	(a)	1,171	167	1,003	1,479	(a)	(a)	31
(a)	(a)	1,036	(a)	(a)	804	(a)	(a)	32
165	620	1,990	228	1,762	2,156	550	1,606	33
(a)	(a)	478	129	350	808	182	626	34
-	1,823	2,195	(a)	(a)	2,419	(a)	(a)	35
2,933	1,227	5,428	2,686	2,742	3,655	(a)	(a)	36
(b)	(b)	1,033	-	1,033	1,105	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	2,371	67	2,304	4,267	473	3,794	39
(b)	(b)	(b)	(b)	(b)	1,557	-	1,557	40
(a)	(a)	1,773	287	1,485	2,406	567	1,839	41
(a)	(a)	(b)	(b)	(b)	1,139	525	614	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,720	6,021	11,969	3,787	8,182	16,710	6,607	10,103	44

(Without Adjustment for Price Changes)

October 1954 Over October 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 7.6	- 1.6	- 5.6	- 5.9	- 13.4	- 26.9	- 13.4	- 1.1
Grocery & Combination.....	+ 0.9	+ 1.3	+ 1.3	+ 1.4	+ 1.2	- 5.0	+ 0.9	- 0.1
Meat.....	- 6.6	(b)	- 8.5	- 4.3	- 2.0	- 11.5	- 11.2	- 8.9
General	- 5.8	- 4.4	+ 0.7	- 2.4	- 11.2	- 13.2	- 13.1	+ 0.1
Department	- 0.6	- 0.5	- 2.7	+ 0.5	- 1.2	- 18.3	- 9.4	+ 12.4
Variety.....	+ 0.4	+ 2.0	- 0.8	+ 1.7	+ 4.1	- 6.2	- 2.1	- 2.4
Motor Vehicle.....	- 25.7	- 14.7	- 22.1	- 21.7	- 45.7	- 49.7	- 26.6	- 18.0
Garage & Filling Station	- 1.5	+ 1.9	- 0.1	+ 0.1	(b)	(b)	- 13.4	+ 3.0
Men's Clothing.....	- 4.7	- 9.9	+ 1.6	- 5.4	(b)	- 32.3	- 23.9	+ 9.9
Family Clothing	- 8.8	- 9.5	- 8.1	+ 1.3	- 26.9	- 34.4	- 20.8	- 11.0
Women's Clothing.....	- 12.6	(b)	(b)	- 11.0	(b)	- 28.9	- 20.1	- 7.6
Shoe.....	- 2.3	+ 3.6	(b)	- 0.3	(b)	(b)	- 10.0	- 10.2
Hardware	- 12.4	+ 4.0	- 7.4	- 12.2	- 30.2	- 28.8	- 25.7	+ 13.5
Lumber & Building Material...	- 11.0	+ 9.8	- 16.5	- 7.7	- 7.7	- 30.9	- 10.6	+ 5.5
Furniture.....	- 6.0	+ 8.2	- 13.2	- 1.5	(b)	(b)	- 6.5	+ 6.4
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 9.5	(b)	- 11.1	- 8.0	- 9.2	- 14.2	- 23.6	- 1.2
Fuel.....	- 0.4	- 2.7	+ 1.0	- 1.6	+ 4.0	(b)	(b)	- 7.7
Drug.....	- 3.3	- 1.3	- 7.2	- 2.8	- 1.7	- 4.3	- 4.0	+ 1.5
Jewellery	- 2.2	+ 13.6	- 0.8	- 1.7	(b)	(b)	(b)	+ 5.6
Tobacco.....	- 2.6	(b)	+ 0.8	(b)	(b)	(b)	(b)	(b)
All Others.....	- 6.1	+ 1.4	- 0.9	- 4.3	- 12.7	- 36.8	- 14.2	- 2.5

(b) Not available

Estimated Retail Trade — By Provinces and Kinds of Business

January to October 1954

(In thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	9,706,436	821,866	2,273,217	3,749,032	530,155	587,077	741,053	1,004,084
Grocery & Combination	1,839,633	175,335	522,766	717,393	83,037	76,704	102,371	162,030
Meat	141,265	(b)	38,057	55,007	5,003	6,775	11,836	18,360
General	430,901	87,777	76,152	79,532	36,781	54,743	48,701	47,217
Department	793,855	60,117	143,567	258,464	73,347	42,104	77,820	138,435
Variety	169,023	16,812	48,696	75,355	4,111	5,924	8,895	9,234
Motor Vehicle	1,798,657	143,054	376,396	683,950	103,832	138,149	154,175	199,101
Garage & Filling Station	460,402	36,793	85,678	198,095	20,238	28,016	46,800	44,787
Men's Clothing	142,685	9,400	37,832	62,319	4,858	5,698	10,943	11,643
Family Clothing	151,633	21,678	56,029	45,507	5,587	5,878	8,574	8,383
Women's Clothing	158,752	7,958	41,294	66,218	4,645	6,231	13,042	19,366
Shoe	89,585	6,652	26,291	38,668	2,819	(b)	4,299	8,485
Hardware	190,920	11,467	41,574	69,663	9,633	18,668	20,090	19,825
Lumber & Building Material	329,645	12,498	55,230	118,465	35,299	37,106	41,768	29,281
Furniture	144,282	8,280	51,332	62,659	(b)	(b)	7,923	9,433
Appliance & Radio	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	359,933	18,804	85,683	141,306	19,270	24,145	27,860	42,868
Fuel	182,437	12,026	53,325	93,668	6,020	5,852	(b)	11,233
Drug	222,251	14,864	43,905	96,414	13,987	13,571	16,494	23,016
Jewellery	81,759	5,989	17,994	35,922	(b)	(b)	(b)	9,773
Tobacco	75,938	(b)	18,930	47,269	(b)	(b)	(b)	(b)
All Others	1,732,539	155,238	420,073	697,022	81,504	97,975	118,827	161,901

(b) Not available

(Without Adjustment for Price Changes)

January to October 1954 Over January to October 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 2.2	+ 0.2	- 0.4	- 0.5	- 4.2	- 14.2	- 7.6	- 0.4
Grocery & Combination.....	+ 4.6	+ 2.4	+ 3.4	+ 6.6	+ 2.6	+ 8.0	+ 4.6	+ 1.9
Meat.....	+ 1.5	(b)	+ 3.5	+ 1.0	+ 2.5	- 1.5	- 0.7	+ 1.7
General	- 1.5	- 1.4	+ 1.2	- 0.3	- 3.9	- 6.0	- 3.6	+ 2.0
Department	+ 2.4	+ 1.1	+ 3.7	+ 1.3	- 1.0	- 6.5	- 0.7	+ 11.0
Variety.....	+ 2.4	+ 2.0	+ 2.2	+ 3.8	- 0.3	+ 1.2	+ 0.2	- 2.3
Motor Vehicle.....	- 9.6	- 3.2	- 3.7	- 7.3	- 11.0	- 27.7	- 16.2	- 10.2
Garage & Filling Station	+ 0.4	+ 4.9	- 2.2	+ 1.6	+ 0.1	- 3.4	- 3.3	+ 3.0
Men's Clothing.....	- 6.6	- 6.2	- 6.9	- 6.5	+ 2.5	- 12.9	- 8.5	- 4.1
Family Clothing	- 3.5	- 2.9	- 2.5	- 0.4	- 11.2	- 16.5	- 10.4	- 4.1
Women's Clothing.....	- 3.9	+ 0.2	- 0.4	- 4.3	- 7.1	- 11.0	- 8.4	- 4.8
Shoe.....	- 4.2	- 0.3	- 6.5	- 2.9	- 5.1	(b)	- 4.7	- 4.0
Hardware	- 5.3	- 2.1	- 3.9	- 1.9	- 9.7	- 16.5	- 14.4	+ 4.1
Lumber & Building Material....	- 6.4	- 4.8	- 10.5	- 3.7	- 1.7	- 12.3	- 12.3	+ 2.1
Furniture.....	- 3.5	+ 0.9	- 4.7	- 2.0	(b)	(b)	- 10.5	(c)
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 3.8	+ 0.1	- 3.3	- 1.6	- 5.6	- 3.2	- 16.2	- 4.0
Fuel.....	+ 4.6	- 4.1	+ 7.8	+ 3.7	+ 3.4	+ 20.9	(b)	+ 1.1
Drug.....	- 0.1	+ 0.9	- 2.0	+ 0.1	- 0.8	+ 1.6	+ 0.9	+ 0.5
Jewellery	- 2.1	+ 4.7	- 1.1	- 3.8	(b)	(b)	(b)	+ 1.3
Tobacco.....	- 0.2	(b)	- 0.1	+ 0.1	(b)	(b)	(b)	(b)
All Others.....	- 2.3	+ 1.7	+ 1.5	(c)	- 7.7	- 23.7	- 9.4	- 0.7

(b) Not available (c) Unchanged.

(Without Adjustment for Price Changes)

October 1954 Over September 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 1.8	+ 2.8	+ 1.5	+ 2.3	+ 3.9	+ 6.2	+ 1.1	+ 4.0
Grocery & Combination.....	+ 6.0	+ 1.9	+ 9.4	+ 3.7	+ 9.0	+ 1.6	+ 5.8	+ 11.1
Meat.....	+ 4.8	(b)	- 6.7	+ 12.5	+ 19.2	+ 13.9	+ 6.6	- 5.0
General	+ 1.3	+ 0.4	+ 2.5	- 0.1	+ 0.4	+ 6.4	+ 0.4	- 1.2
Department	+ 8.4	+ 15.9	- 4.0	+ 6.9	+ 13.5	+ 18.6	+ 9.9	+ 16.9
Variety.....	+ 9.7	+ 8.8	+ 3.9	+ 10.8	+ 33.9	+ 17.3	+ 23.0	+ 7.8
Motor Vehicle.....	- 14.1	- 16.0	- 16.1	- 11.7	- 6.4	- 30.5	- 13.7	- 9.1
Garage & Filling Station	+ 5.7	- 14.5	+ 6.4	+ 11.0	(b)	(b)	+ 12.5	+ 5.3
Men's Clothing.....	+ 33.5	+ 12.9	+ 50.0	+ 32.9	(b)	+ 29.3	+ 18.3	+ 16.2
Family Clothing	+ 13.8	+ 14.5	+ 23.2	+ 3.8	(b)	+ 52.5	+ 22.0	- 6.5
Women's Clothing.....	+ 13.4	(b)	(b)	+ 9.0	(b)	+ 39.9	+ 73.6	+ 12.9
Shoe.....	+ 3.2	- 8.9	(b)	+ 6.4	(b)	(b)	+ 28.8	- 14.8
Hardware	- 0.9	- 1.8	- 4.5	+ 2.5	- 12.6	- 4.1	- 8.7	+ 15.5
Lumber & Building Material....	- 2.4	+ 4.5	- 6.2	- 1.5	- 2.6	- 15.0	- 2.0	+ 17.9
Furniture.....	+ 1.7	+ 14.3	- 8.9	+ 1.3	(b)	(b)	+ 40.2	+ 15.0
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	+ 0.6	(b)	+ 13.6	- 0.7	+ 2.6	+ 1.3	- 17.9	- 7.5
Fuel.....	+ 6.4	+ 20.4	+ 6.9	- 1.7	- 0.9	(b)	(b)	+ 47.7
Drug.....	+ 5.9	+ 13.0	+ 12.1	+ 3.2	+ 0.1	+ 6.7	+ 3.6	+ 7.8
Jewellery	+ 13.7	- 3.5	+ 8.2	+ 26.9	(b)	(b)	(b)	- 3.5
Tobacco.....	+ 0.8	(b)	- 11.1	(b)	(b)	(b)	(b)	(b)
All Others.....	+ 1.0	+ 13.4	+ 0.5	+ 3.6	- 3.5	- 11.2	- 11.6	- 1.2

(b) Not available

Department Store Sales and Stocks

October 1953 and October 1954

These figures are estimates of total department store sales and stocks.

Stocks are at selling value.

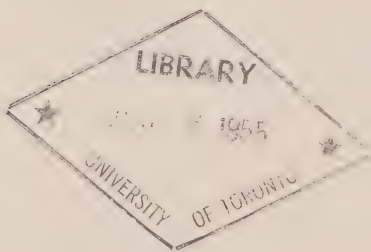
Department	SALES			STOCKS		
	October	October	Change	Sept. 30	Sept. 30	Change
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	97,563	96,945	- 0.6	249,121	265,592	+ 6.6
1. Women's and Misses' Dresses.....	2,663	2,563	- 3.8	4,505	4,662	+ 3.5
2. Women's and Misses' Coats and Suits	4,272	3,965	- 7.2	5,640	5,589	- 0.9
3. Women's and Misses' Sportswear.....	2,507	2,548	+ 1.6	6,172	7,189	+ 16.5
4. Furs	1,880	1,824	- 3.0	6,563	6,663	+ 1.5
5. Girls' and Infants' Wear	6,656	6,457	- 3.0	12,752	13,778	+ 8.0
6. Lingerie and Corsets	3,474	3,311	- 4.7	9,007	9,490	+ 5.4
7. Aprons, Housedresses and Uniforms....	367	350	- 4.6	1,000	992	- 0.8
8. Millinery	1,213	1,131	- 6.8	1,241	1,278	+ 3.0
9. Hosiery and Apparel Accessories	3,794	3,588	- 5.4	9,719	9,486	- 2.4
10. Women's, Misses' and Children's Shoes	4,146	4,090	- 1.4	14,036	14,772	+ 5.2
Ladies' Apparel and Accessories.						
Total 1 - 10	30,972	29,827	- 3.7	70,635	73,899	+ 4.6
11. Men's Clothing	3,416	3,376	- 1.2	9,065	9,976	+ 10.0
12. Men's Furnishings	4,864	4,686	- 3.7	15,093	14,484	- 4.0
13. Boys' Clothing and Furnishings	3,192	3,218	+ 0.8	8,069	8,143	+ 0.9
14. Men's and Boys' Shoes	1,509	1,512	+ 0.2	5,344	5,495	+ 2.8
15. Food and Kindred Products.....	5,664	5,761	+ 1.7	3,901	4,251	+ 9.0
16. Toiletries, Cosmetics and Drugs	2,022	1,975	- 2.3	4,947	5,625	+ 13.7
17. Photographic Equipment and Supplies..	270	236	- 12.6	1,261	942	- 25.3
18. Piece Goods	2,209	2,143	- 3.0	9,348	8,813	- 5.7
19. Linens and Domestics	3,184	2,923	- 8.2	8,141	8,921	+ 9.6
20. Smallwares	1,933	1,908	- 1.3	5,986	5,956	- 0.5
21. China and Glassware	1,137	1,059	- 6.9	8,173	8,061	- 1.4
22. Home Furnishings	6,116	5,887	- 3.7	21,984	23,961	+ 9.0
23. Furniture	5,826	5,413	- 7.1	13,463	13,449	- 0.1
24. Major Appliances	4,101	4,521	+ 10.2	7,849	11,596	+ 47.7
25. Radio and Music	2,284	3,215	+ 40.8	5,648	5,393	- 4.5
26. Hardware and Housewares	5,162	5,370	+ 4.0	13,169	16,408	+ 24.6
27. Jewellery	1,650	1,591	- 3.6	7,650	7,857	+ 2.7
28. Sporting Goods and Luggage.....	2,892	2,771	- 4.2	14,610	15,382	+ 5.3
29. Stationery, Books and Magazines.....	1,367	1,384	+ 1.2	4,287	4,739	+ 10.5
30. All Other Departments.....	7,793	8,169	+ 4.8	10,498	12,241	+ 16.6

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.



RETAIL TRADE

NOVEMBER, 1954



Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

6505-501
13-1-55

Price \$2.00 per year

Vol. XXVI—No. 11

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1955.

RETAIL TRADE

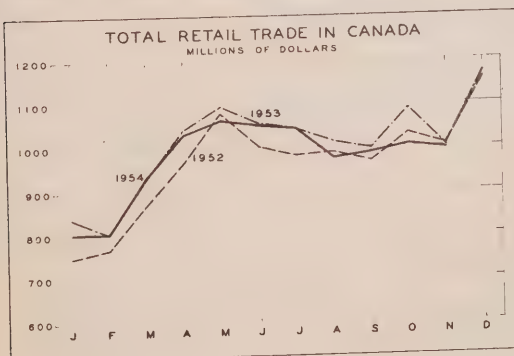
Total estimated retail sales in Canada in November 1954 were \$994,283,000 a decrease of 0.7% from the same month of 1953 when they were \$1,001,683,000 and a decrease of 1.2% from the previous month when they totalled \$1,006,087,000. Sales for the eleven months of 1954 were estimated to be \$10,700,719,000, down 2.0% from the corresponding eleven months of 1953 when they were \$10,921,897,000.

Regionally, sales increases were recorded in the Atlantic Provinces (2.4%), Québec (0.6%), Ontario and British Columbia (1.5%). Saskatchewan was largest among the decreases (17.0%) with Manitoba (6.3%) and Alberta (4.0%).

Total Retail Trade in Canada

<u>Period</u>	<u>1953</u> \$'000	<u>1954</u> \$'000	<u>% Change</u> 1954/1953
January to September	8,831,800	8,700,349	- 1.5
October	1,088,414	1,006,087	- 7.6
November	<u>1,001,683</u>	<u>994,283</u>	<u>- 0.7</u>
Total	10,921,897	10,700,719	- 2.0

Eleven of the specified trades and the "all others" group showed increases from a year previously. Grocery and combination stores, with 18% of total dollar sales had an increase of 6.3%, all regions contributing.



Among the decreases motor vehicle dealers showed the largest, 17.6% below November 1953 and 10.2% for the eleven months of 1954 compared with the same period of 1953.

November department store sales at \$119,231,000 were up 5.7% over

1953 sales of \$112,794,000. Inventories on hand at the end of October 1954 were valued at \$296,107,000 an increase of 9.8% over October 1953.

Percentage Changes in Selected Retail Trades

January to November 1954 over January to November 1953

Chains and Independents

Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 4.8	+ 11.6	+ 0.9
Family Clothing	- 3.6	- 2.9	- 3.8
Women's Clothing	- 3.8	+ 1.9	- 5.3
Shoe	- 3.5	- 2.2	- 4.3
Lumber and Building Material.	- 6.0	- 8.0	- 5.4
Furniture	- 2.9	- 6.3	- 1.8
Restaurant.....	- 3.8	- 4.3	- 3.8
Drug	(c)	- 0.4	+ 0.1
Jewellery.....	- 2.2	+ 1.3	- 3.7

MONTHLY SALES FURNITURE-APPLIANCE-AUTOMOTIVE TRADES

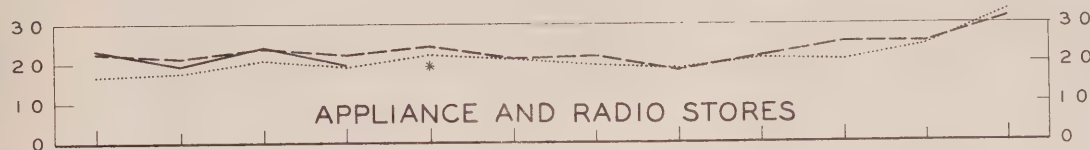
MILLION
DOLLARS

MILLION
DOLLARS

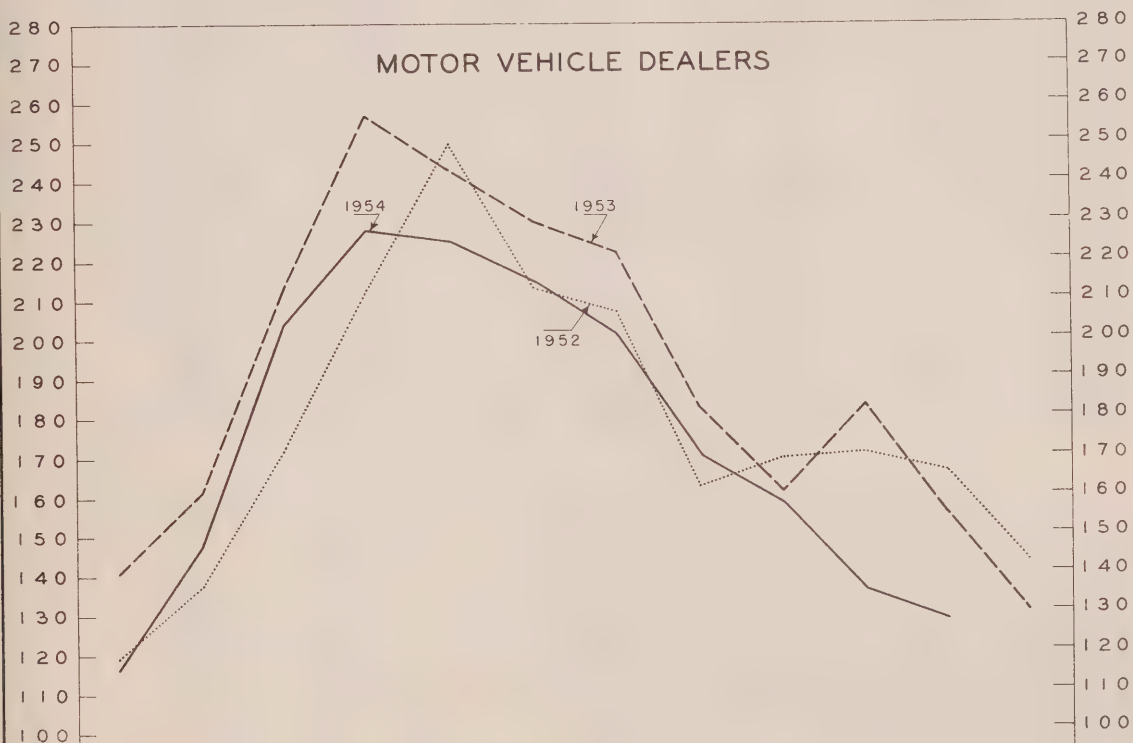
FURNITURE STORES



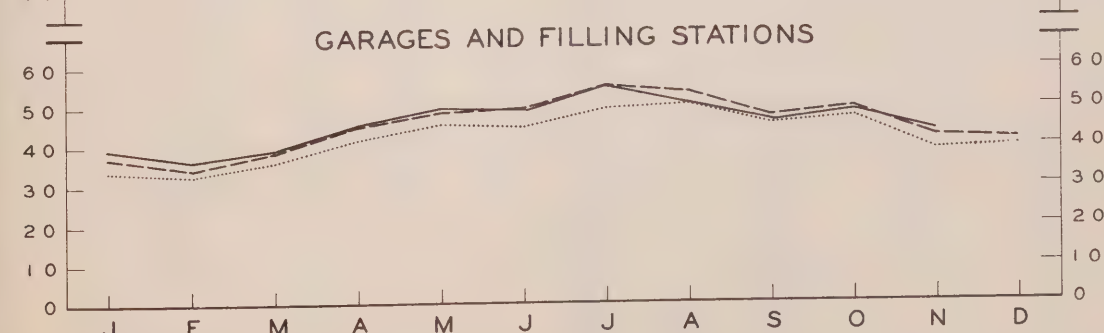
APPLIANCE AND RADIO STORES



MOTOR VEHICLE DEALERS



GARAGES AND FILLING STATIONS



* NOT AVAILABLE SINCE MAY 1954

November, 1954

(in thousands of dollars)

No.	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES	994,283	180,269	814,014	82,373
2	Grocery and Combination.....	179,650	71,436	108,215	16,896
3	Meat	13,300	636	12,664	(b)
4	General.....	43,599	2,982	40,617	8,593
5	Department	119,231	-	119,231	9,821
6	Variety.....	20,256	17,064	3,192	2,094
7	Motor Vehicle	127,700	1,579	126,121	9,701
8	Garage & Filling Station.....	43,856	256	43,600	3,445
9	Men's Clothing.....	19,493	2,358	17,135	1,046
10	Family Clothing	18,487	2,988	15,500	2,786
11	Women's Clothing	16,569	3,865	12,704	(b)
12	Shoe	10,150	3,616	6,534	677
13	Hardware	19,346	1,270	18,076	1,379
14	Lumber & Building Material	37,968	9,557	28,411	1,293
15	Furniture	15,930	4,025	11,905	1,064
16	Appliance & Radio.....	(b)	(b)	(b)	(b)
17	Restaurant	35,248	2,253	32,995	(b)
18	Fuel.....	24,388	516	23,872	1,790
19	Drug	21,787	2,638	19,148	1,377
20	Jewellery.....	10,185	3,618	6,567	561
21	Tobacco	8,730	1,264	7,466	(b)
22	All Others.....	184,039	43,890	140,148	15,468
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	54,807	7,755	47,052	54,548
24	Grocery & Combination.....	8,203	2,894	5,309	7,351
25	Meat	496	-	496	822
26	General.....	3,632	261	3,371	5,627
27	Department.....	11,011	-	11,011	5,866
28	Variety	541	516	25	767
29	Motor Vehicle	6,957	(a)	(a)	9,631
30	Garage & Filling Station	(b)	(a)	(a)	(b)
31	Men's Clothing.....	(b)	(b)	(b)	691
32	Family Clothing	864	(a)	(a)	764
33	Women's Clothing	(b)	(b)	(b)	597
34	Shoe	(b)	(b)	(b)	(b)
35	Hardware	998	(a)	(a)	1,713
36	Lumber & Building Material	3,525	1,151	2,374	4,357
37	Furniture	(b)	(b)	(b)	(b)
38	Appliance & Radio.....	(b)	(b)	(b)	(b)
39	Restaurant	1,912	123	1,789	2,289
40	Fuel.....	735	-	735	715
41	Drug	1,290	(a)	(a)	1,385
42	Jewellery.....	(b)	(a)	(a)	(b)
43	Tobacco	(b)	(a)	(a)	(b)
44	All Others.....	8,591	1,982	6,609	8,087

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available

November, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
12,842	69,531	237,148	36,629	200,519	388,776	84,474	304,302	1
2,649	14,248	50,684	14,879	35,805	70,297	39,879	30,418	2
(b)	(b)	3,462	-	3,462	5,133	509	4,624	3
472	8,121	8,135	679	7,456	7,370	518	6,853	4
-	9,821	21,431	-	21,431	41,844	-	41,844	5
1,861	233	5,254	4,153	1,101	9,323	8,185	1,138	6
(a)	(a)	26,130	(a)	(a)	49,016	455	48,560	7
(a)	(a)	9,279	(a)	(a)	18,658	(a)	(a)	8
(a)	(a)	4,732	289	4,443	9,082	1,641	7,441	9
242	2,543	6,485	1,589	4,896	5,720	881	4,839	10
(b)	(b)	(b)	(b)	(b)	7,247	1,759	5,488	11
(a)	(a)	3,250	1,145	2,105	4,417	1,924	2,494	12
(a)	(a)	4,493	770	3,723	6,913	245	6,667	13
-	1,293	6,375	(a)	(a)	13,778	1,819	11,959	14
(a)	(a)	5,343	1,745	3,598	7,015	1,794	5,221	15
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	16
(a)	(a)	10,215	625	9,590	13,163	981	12,182	17
-	1,790	6,403	-	6,403	13,113	516	12,597	18
120	1,257	4,378	286	4,091	9,563	1,342	8,221	19
186	375	2,041	678	1,363	4,853	1,634	3,219	20
(a)	(a)	1,904	381	1,523	5,836	(a)	(a)	21
5,695	9,773	49,455	6,787	42,668	74,222	18,151	56,071	22
Saskatchewan			Alberta			British Columbia		
8,956	45,592	76,501	12,444	63,551	100,138	16,665	83,473	23
1,965	5,386	10,514	3,699	6,815	15,706	5,471	10,235	24
(a)	(a)	1,245	(a)	(a)	1,660	(a)	(a)	25
(a)	(a)	5,020	(a)	(a)	5,221	(a)	(a)	26
-	5,866	10,792	-	10,792	18,466	-	18,466	27
634	134	1,187	928	260	1,091	788	303	28
(a)	(a)	11,072	(a)	(a)	15,193	(a)	(a)	29
(b)	(b)	3,806	-	3,806	4,689	(a)	(a)	30
(a)	(a)	1,602	162	1,441	1,438	(a)	(a)	31
(a)	(a)	(b)	(a)	(a)	834	(a)	(a)	32
165	432	1,547	256	1,291	1,973	465	1,508	33
(a)	(a)	470	110	361	780	156	624	34
-	1,713	2,153	(a)	(a)	1,697	(a)	(a)	35
3,032	1,325	5,417	2,876	2,541	3,224	(a)	(a)	36
(b)	(b)	1,046	-	1,046	1,041	(a)	(a)	37
(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	38
(a)	(a)	2,413	66	2,347	3,536	408	3,129	39
-	715	(b)	(b)	(b)	1,586	-	1,586	40
(a)	(a)	1,564	257	1,307	2,232	512	1,719	41
(a)	(a)	(b)	(b)	(b)	1,119	478	641	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,254	5,834	12,948	3,404	9,544	15,269	5,617	9,652	44

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

November 1954 Over November 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 0.7	+ 2.4	+ 0.6	+ 1.5	- 6.3	- 17.0	- 4.0	+ 1.5
Grocery & Combination.....	+ 6.3	+ 7.1	+ 5.9	+ 6.6	+ 7.0	+ 3.0	+ 9.4	+ 4.4
Meat.....	+ 0.1	(b)	+ 2.9	- 0.3	+ 8.3	+ 5.8	+ 4.5	- 5.4
General.....	- 0.4	+ 1.8	- 0.3	- 1.4	- 6.0	- 4.6	- 0.4	+ 6.6
Department	+ 5.7	+ 9.9	+ 10.6	+ 7.2	+ 0.7	- 15.0	- 1.4	+ 10.8
Variety.....	+ 4.2	+ 6.5	+ 5.3	+ 5.2	- 0.2	- 4.7	+ 0.6	- 0.6
Motor Vehicle.....	- 17.6	- 16.1	- 17.9	- 12.4	- 29.6	- 35.0	- 18.7	- 12.4
Garage & Filling Station	+ 3.9	+ 4.4	+ 3.3	+ 3.3	(b)	(b)	+ 5.1	+ 10.7
Men's Clothing.....	+ 0.4	- 0.9	+ 0.3	- 0.9	(b)	- 25.3	+ 2.3	+ 14.3
Family Clothing	- 4.7	+ 4.2	- 4.6	- 5.7	+ 0.7	- 19.6	(b)	- 3.2
Women's Clothing.....	- 2.5	(b)	(b)	- 0.4	(b)	- 17.7	- 1.5	- 2.8
Shoe.....	+ 2.6	+ 20.5	+ 12.9	- 2.4	(b)	(b)	- 9.1	- 3.7
Hardware	- 7.8	+ 9.4	(c)	- 5.1	- 16.3	- 29.1	- 16.2	- 3.9
Lumber & Building Material....	- 2.0	- 1.0	+ 4.7	+ 3.0	- 5.8	- 22.1	- 3.3	+ 5.9
Furniture.....	+ 2.4	+ 9.1	- 5.9	+ 10.2	(b)	(b)	+ 3.4	+ 9.6
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 3.9	(b)	- 2.3	- 1.9	- 5.4	- 10.1	- 19.6	- 5.3
Fuel	+ 14.0	+ 5.3	+ 15.9	+ 20.1	+ 8.6	+ 11.2	(b)	- 14.7
Drug.....	+ 1.7	+ 0.4	+ 2.4	+ 2.4	+ 0.9	- 1.9	+ 0.9	+ 1.8
Jewellery	- 2.6	- 3.4	+ 12.3	- 5.1	(b)	(b)	(b)	- 6.8
Tobacco.....	+ 4.4	(b)	+ 1.5	+ 5.1	(b)	(b)	(b)	(b)
All Others.....	+ 1.3	+ 5.7	+ 2.6	+ 4.3	- 9.5	- 21.8	+ 2.8	+ 0.8

(b) Not available (c) Unchanged

Estimated Retail Trade — By Provinces and Kinds of Business

January to November 1954

(in thousands of dollars)

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
TOTAL, ALL TRADES	10,700,719	904,239	2,510,365	4,137,807	584,962	641,625	817,554	1,104,222
Grocery & Combination	2,019,283	192,231	573,450	787,690	91,240	84,055	112,885	177,736
Meat	154,565	(b)	41,519	60,140	5,499	7,597	13,081	20,020
General	474,500	96,370	84,287	86,902	40,413	60,370	53,721	52,438
Department	913,086	69,938	164,998	300,307	84,358	47,970	88,612	156,901
Variety	189,279	18,906	53,950	84,678	4,652	6,691	10,082	10,325
Motor Vehicle	1,926,357	152,755	402,526	732,966	110,789	147,780	165,247	214,294
Garage & Filling Station	504,258	40,238	94,957	216,753	22,241	29,993	50,606	49,476
Men's Clothing	162,178	10,446	42,564	71,401	5,760	6,389	12,545	13,081
Family Clothing	170,120	24,464	62,514	51,227	6,451	6,642	9,608	9,217
Women's Clothing	175,321	8,897	45,183	73,465	5,023	6,828	14,589	21,339
Shoe	99,735	7,329	29,541	43,085	3,097	(b)	4,769	9,265
Hardware	210,266	12,846	46,067	76,576	10,631	20,381	22,243	21,522
Lumber & Building Material	367,613	13,791	61,605	132,243	38,824	41,463	47,185	32,505
Furniture	160,212	9,344	56,675	69,674	(b)	(b)	8,969	10,474
Appliance & Radio	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	395,181	20,524	95,898	154,469	21,182	26,434	30,273	46,404
Fuel	206,825	13,816	59,728	106,781	6,755	6,567	(b)	12,819
Drug	244,038	16,241	48,283	105,977	15,277	14,956	18,058	25,248
Jewellery	91,944	5,650	20,035	40,775	(b)	(b)	(b)	10,892
Tobacco	84,668	(b)	20,834	53,105	(b)	(b)	(b)	(b)
All Others	1,916,578	170,706	469,528	771,244	90,095	106,062	131,775	177,170

(b) Not available

Percentage Changes in Retail Trade— By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

January to November 1954 Over January to November 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 2.0	+ 0.4	- 0.3	- 0.3	- 4.4	- 14.5	- 7.3	- 0.2
Grocery & Combination.....	+ 4.8	+ 2.8	+ 3.6	+ 6.6	+ 3.0	+ 7.5	+ 5.0	+ 2.1
Meat.....	+ 1.4	(b)	+ 3.4	+ 0.9	+ 3.0	- 0.8	- 0.2	+ 1.0
General.....	- 1.4	- 1.1	+ 1.0	- 0.4	- 4.1	- 5.8	- 3.3	+ 2.5
Department	+ 2.8	+ 2.3	+ 4.6	+ 2.1	- 0.8	- 7.7	- 0.8	+ 11.0
Variety.....	+ 2.6	+ 2.5	+ 2.5	+ 4.0	- 0.3	+ 0.5	+ 0.3	- 2.2
Motor Vehicle.....	- 10.2	- 4.1	- 4.8	- 7.6	- 12.4	- 28.2	- 16.4	- 10.4
Garage & Filling Station	+ 0.7	+ 4.8	- 1.7	+ 1.7	- 0.7	- 2.7	- 2.7	+ 3.7
Men's Clothing.....	- 5.8	- 5.7	- 6.1	- 5.8	+ 5.3	- 14.4	- 7.2	- 2.3
Family Clothing	- 3.6	- 2.1	- 2.8	- 0.1	- 9.8	- 16.9	- 10.8	- 4.0
Women's Clothing.....	- 3.8	+ 0.2	- 0.7	- 4.0	- 7.2	- 11.6	- 7.7	- 4.6
Shoe.....	- 3.5	+ 1.3	- 4.7	- 2.9	- 5.3	(b)	- 5.1	- 3.9
Hardware	- 5.5	- 1.0	- 3.5	- 2.2	- 10.4	- 17.8	- 14.6	+ 3.4
Lumber & Building Material....	- 6.0	- 4.4	- 9.1	- 3.1	- 2.1	- 13.4	- 11.3	+ 2.5
Furniture.....	- 2.9	+ 1.7	- 4.8	- 0.9	(b)	(b)	- 9.1	+ 0.9
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 3.8	+ 1.2	- 3.2	- 1.7	- 5.6	- 3.8	- 16.4	- 4.1
Fuel	+ 5.6	- 3.0	+ 8.7	+ 5.5	+ 3.9	+ 19.8	(b)	- 1.1
Drug.....	(c)	+ 0.9	- 1.7	+ 0.3	- 0.7	+ 1.2	+ 0.9	+ 0.7
Jewellery	- 2.2	+ 3.8	+ 0.1	- 3.9	(b)	(b)	(b)	+ 0.4
Tobacco.....	+ 0.2	(b)	(c)	+ 0.6	(b)	(b)	(b)	(b)
All Others.....	- 2.0	+ 2.0	+ 1.7	+ 0.4	- 7.8	- 23.5	- 8.3	- 0.6

(b) Not available (c) Unchanged

(Without Adjustment for Price Changes)

November 1954 Over October 1954

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	- 1.2	- 3.2	+ 0.5	- 0.5	- 1.5	- 3.1	- 1.2	- 4.6
Grocery & Combination.....	- 7.1	- 5.2	- 9.3	- 5.5	- 10.2	- 8.0	- 6.1	- 8.0
Meat.....	- 10.4	(b)	- 4.1	- 14.8	- 20.3	+ 0.6	- 6.8	- 9.1
General.....	- 2.8	- 2.1	- 1.6	- 6.2	- 6.0	- 9.3	- 4.1	+ 12.1
Department	+ 23.0	+ 33.3	+ 25.2	+ 31.9	+ 20.0	+ 18.3	+ 16.9	+ 6.4
Variety	+ 2.9	+ 3.6	- 3.5	+ 4.5	+ 1.5	+ 15.2	+ 12.1	+ 4.2
Motor Vehicle	- 5.7	- 5.7	- 1.8	- 9.2	- 2.3	+ 10.6	- 10.2	- 7.0
Garage & Filling Station	- 10.2	- 12.7	- 0.8	- 11.1	(b)	(b)	- 14.2	+ 1.2
Men's Clothing.....	+ 11.2	+ 3.1	+ 1.1	+ 16.7	(b)	+ 3.8	+ 36.8	- 2.8
Family Clothing	+ 2.2	+ 10.5	- 3.1	(c)	+ 40.3	+ 7.3	(b)	- 3.7
Women's Clothing.....	- 4.5	(b)	(b)	- 1.5	(b)	- 24.0	- 22.3	- 8.5
Shoe.....	+ 2.4	- 2.2	+ 14.0	- 0.7	(b)	(b)	- 1.7	- 3.5
Hardware	- 5.9	- 2.8	- 5.5	- 1.1	+ 2.7	- 6.0	- 1.9	- 29.8
Lumber & Building Material...	- 4.9	- 24.8	+ 1.8	- 4.1	- 18.8	+ 4.7	- 0.2	- 11.8
Furniture.....	+ 1.3	- 2.1	+ 5.3	+ 1.3	(b)	(b)	+ 1.3	- 5.8
Appliance and Radio.....	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)
Restaurant	- 6.9	(b)	- 1.6	- 10.1	- 10.2	- 3.9	+ 1.8	- 17.1
Fuel	+ 7.0	+ 13.3	- 0.3	+ 13.2	- 2.1	(b)	(b)	+ 1.9
Drug.....	- 7.2	- 14.6	+ 1.3	- 8.2	- 9.7	- 8.7	- 11.8	- 7.2
Jewellery	+ 3.0	- 9.2	+ 6.5	+ 2.5	(b)	(b)	(b)	- 1.8
Tobacco.....	+ 10.3	(b)	- 1.3	(b)	(b)	(b)	(b)	(b)
All Others.....	- 1.3	- 14.4	+ 4.3	- 1.3	+ 3.1	- 7.5	+ 8.2	- 8.6

(b) Not available (c) Unchanged

Department Store Sales and Stocks
November 1953 and November 1954

These figures are estimates of total department store sales and stocks.
 Stocks are at selling value.

Department	SALES			STOCKS		
	November 1953	November 1954	Change 1954/53	Oct. 31 1953	Oct. 30 1954	Change 1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	112,794	119,231	+ 5.7	269,638	296,107	+ 9.8
1. Women's and Misses' Dresses	2,539	2,711	+ 6.8	4,936	5,253	+ 6.4
2. Women's and Misses' Coats and Suits	3,289	3,345	+ 1.7	5,334	5,633	+ 5.6
3. Women's and Misses' Sportswear	2,605	2,930	+ 12.5	6,735	8,065	+ 19.7
4. Furs	2,525	2,620	+ 3.8	6,745	6,872	+ 1.9
5. Girls' and Infants' Wear	6,839	7,367	+ 7.7	13,100	14,977	+ 14.3
6. Lingerie and Corsets	4,202	4,328	+ 3.0	10,229	10,798	+ 5.6
7. Aprons, Housedresses and Uniforms	407	424	+ 4.2	1,055	1,080	+ 2.4
8. Millinery	1,002	1,073	+ 7.1	1,319	1,333	+ 1.1
9. Hosiery and Apparel Accessories	4,882	4,798	- 1.7	11,215	10,912	- 2.7
10. Women's, Misses' and Children's Shoes	4,762	4,960	+ 4.2	14,784	15,952	+ 7.9
Ladies' Apparel and Accessories.						
Total 1 - 10	33,052	34,556	+ 4.6	75,452	80,875	+ 7.2
11. Men's Clothing	3,658	3,840	+ 5.0	10,036	11,119	+ 10.8
12. Men's Furnishings	6,772	7,005	+ 3.4	16,383	16,817	+ 2.6
13. Boys' Clothing and Furnishings	3,506	3,816	+ 8.8	8,398	8,968	+ 6.8
14. Men's and Boys' Shoes	1,908	2,009	+ 5.3	5,822	6,042	+ 3.8
15. Food and Kindred Products	5,731	5,894	+ 2.8	3,979	4,710	+ 18.4
16. Toiletries, Cosmetics and Drugs	2,544	2,566	+ 0.9	6,115	6,644	+ 8.7
17. Photographic Equipment and Supplies ..	384	390	+ 1.6	1,077	1,130	+ 4.9
18. Piece Goods	2,111	2,158	+ 2.2	9,305	8,947	- 3.8
19. Linens and Domestics	3,416	3,286	- 3.8	9,067	9,679	+ 6.7
20. Smallwares	2,297	2,328	+ 1.3	6,439	6,656	+ 3.4
21. China and Glassware	1,500	1,476	- 1.6	8,411	8,824	+ 4.9
22. Home Furnishings	6,507	6,613	+ 1.6	22,305	24,701	+ 10.7
23. Furniture	5,831	6,075	+ 4.2	13,984	15,016	+ 7.4
24. Major Appliances	4,010	4,791	+ 19.5	8,816	13,356	+ 51.5
25. Radio and Music	3,061	4,318	+ 41.1	6,207	6,449	+ 3.9
26. Hardware and Housewares	5,428	6,176	+ 13.8	14,361	18,181	+ 26.6
27. Jewellery	2,545	2,685	+ 5.5	8,562	9,204	+ 7.5
28. Sporting Goods and Luggage	6,601	6,816	+ 3.3	17,279	18,907	+ 9.4
29. Stationery, Books and Magazines	2,390	2,538	+ 6.2	5,246	6,069	+ 15.7
30. All Other Departments	9,542	9,895	+ 3.7	12,394	13,813	+ 11.4

Note: The 1953 figures given in this bulletin have been revised from those published a year ago to take into account full sample coverage.

63-005



CANADA

RETAIL TRADE

DECEMBER, 1954

Published by Authority of

The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

Merchandising and Services Section

6505-501
23-2-55

Price \$2.00 per year

Vol. XXVI—No. 12

EDMOND CLOUTIER, C.M.G., O.A., D.S.P., Queen's Printer and Controller of Stationery, Ottawa, 1955.

RETAIL TRADE

December 1954

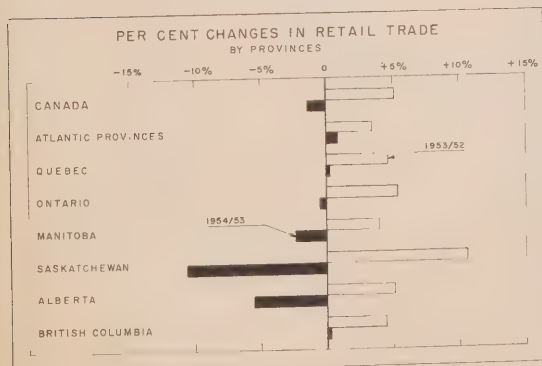
Estimated dollar sales of retail trade in Canada during December 1954 were \$1,207,883,000 a new monthly record and an increase of 3.0% over the same month of 1953 when sales were \$1,172,190,000. The December sales brought the total for the year to \$11,959,153,000 down 1.4% from the previous year total of \$12,125,802,000.

Regionally, in December, all provinces except Saskatchewan enjoyed increased sales over 1953, ranging from 5.5% in Ontario to 1.0% in Quebec. Annually only 3 of the 7 provinces had increased sales compared with 1953 and these increases were only slight, none reaching 1.0%. The Prairie Provinces as well as Ontario showed decreased sales in 1954. Saskatchewan registered the largest with a drop of 10.6%. The other decreases ranked by size were: Alberta 5.6%; Manitoba 2.4% and Ontario 0.5%.

Total Retail Trade in Canada

Period	1953	1954	% Change 1954/1953
	\$'000	\$'000	
January to September	8,854,257	8,728,388	- 1.4
October	1,095,452	1,016,381	- 7.2
November	1,003,903	1,006,501	+ 0.3
December	1,172,190	1,207,883	+ 3.0
Total	12,125,802	11,959,153	- 1.4

Increases occurred in 11 of the specified trade groups as well as the



'all others' group during December 1954. Fuel dealers, a seasonal trade, had the largest increase (19.8%) over the same month a year earlier. Notable increases among the larger trades occurred in grocery and combination stores 9.4%,

department stores 7.6% and variety stores 3.7%. For the year, only 7 of the specified trades showed increased sales over 1953; again grocery and combination stores and department stores had the most notable increases of 5.7% and 3.4% respectively. The durable goods groups as well as the clothing groups all had decreased sales in 1954 contributing largely to the overall decrease of 1.4% for Canada.

While the 1954 estimates and the 1954-1953 comparisons given in this report are considered to be reliable within narrow limits, it should be noted that the figures for the two years are not in every respect comparable. Those for 1954 have not yet been adjusted for the sales of stores coming into existence, those going out of existence, and those changing their retail kind of business during the year. Final 1954 estimates incorporating these adjustments will be published later this year, but so that the user may gauge the extent of the revision which was made, it is noted that the 1953 adjustment for these factors amounted to + \$124 million, approximately 1.0% of the total estimate.

Percentage Changes in Selected Retail Trades

January to December 1954 over January to December 1953

Chains and Independents

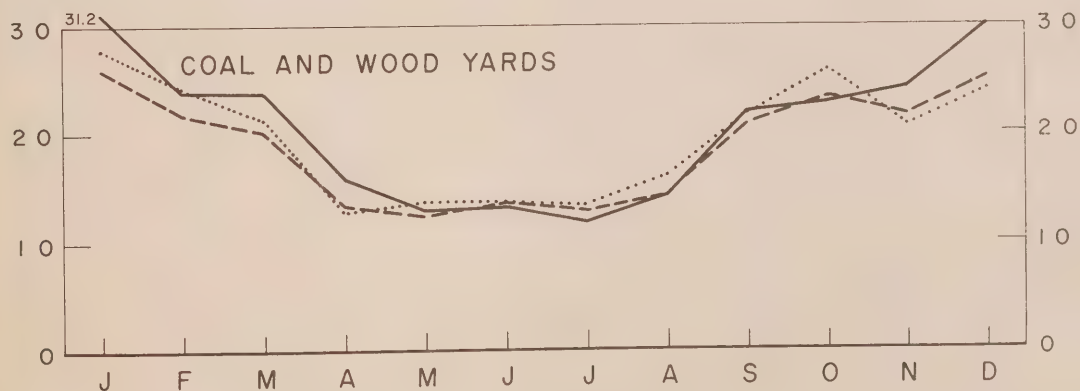
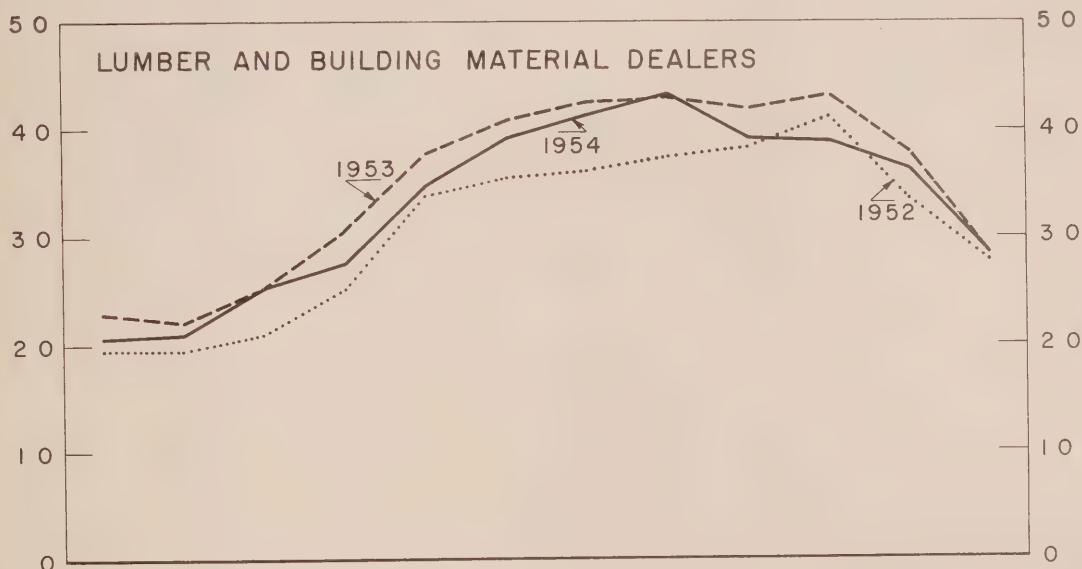
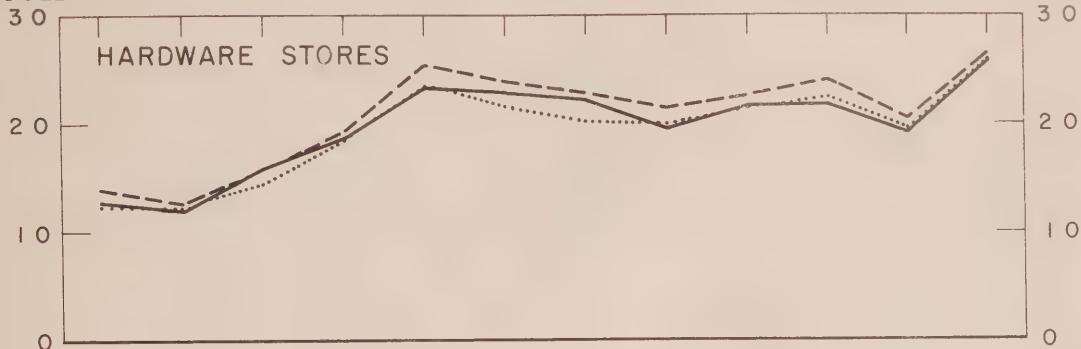
Canada

	<u>All Stores</u>	<u>Chains</u>	<u>Independents</u>
Grocery and Combination	+ 5.7	+ 12.0	+ 2.1
Family Clothing	- 2.7	- 2.6	- 2.7
Women's Clothing	- 3.2	+ 2.2	- 4.8
Shoe	- 2.6	- 1.7	- 3.2
Lumber and Building Material .	- 5.0	- 7.1	- 4.4
Furniture	- 2.1	- 4.7	- 1.4
Restaurant	- 3.9	- 4.0	- 3.9
Drug	+ 0.1	- 0.6	+ 0.2
Jewellery	- 2.9	+ 1.6	- 4.9

MONTHLY SALES HARDWARE-BUILDING MATERIALS-FUEL

MILLION
DOLLARS

MILLION
DOLLARS



Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

December, 1954

(in thousands of dollars)

	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
1	TOTAL, ALL TRADES.....	1,207,883	242,028	965,855	107,123
2	Grocery and Combination.....	218,774	36,331	132,443	21,005
3	Meat.....	15,035	710	14,325	(b)
4	General.....	50,125	3,568	46,557	10,195
5	Department.....	152,322	-	152,322	12,889
6	Variety.....	41,280	34,819	6,460	4,590
7	Motor Vehicle.....	128,439	947	127,492	10,199
8	Garage & Filling Station.....	44,322	258	44,064	3,380
9	Men's Clothing.....	31,402	3,632	27,770	1,587
10	Family Clothing.....	29,835	4,798	25,038	4,773
11	Women's Clothing.....	28,234	7,766	20,468	(b)
12	Shoe.....	15,594	6,203	9,392	1,083
13	Hardware.....	25,648	1,582	24,065	2,206
14	Lumber & Building Material.....	36,713	6,398	22,315	1,233
15	Furniture.....	19,361	4,011	15,350	1,893
16	Appliance & Radio.....	32,785	6,624	26,161	2,250
17	Restaurant.....	35,581	2,714	32,867	1,950
18	Fuel.....	30,040	417	29,623	1,911
19	Drug.....	33,008	4,043	28,966	2,266
20	Jewellery.....	24,791	9,413	15,378	1,643
21	Tobacco.....	9,495	1,971	7,525	(b)
22	All Others.....	213,099	55,823	157,274	19,772
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES.....	65,068	9,267	55,801	62,616
24	Grocery & Combination.....	9,681	3,565	6,116	9,331
25	Meat.....	344	-	344	637
26	General.....	4,479	266	4,214	6,812
27	Department.....	12,948	-	12,948	7,949
28	Variety.....	1,120	1,068	52	1,508
29	Motor Vehicle.....	6,844	(a)	(a)	7,902
30	Garage & Filling Station.....	(b)	(a)	(a)	(b)
31	Men's Clothing.....	(b)	(b)	(b)	1,054
32	Family Clothing.....	1,061	(a)	(a)	934
33	Women's Clothing.....	721	278	443	769
34	Shoe.....	(b)	(b)	(b)	(b)
35	Hardware.....	1,862	(a)	(a)	2,538
36	Lumber & Building Material.....	3,289	512	2,777	2,833
37	Furniture.....	533	-	533	270
38	Appliance & Radio.....	2,120	138	1,981	1,693
39	Restaurant.....	2,242	155	2,088	2,414
40	Fuel.....	682	-	682	664
41	Drug.....	1,773	(a)	(a)	2,069
42	Jewellery.....	1,289	(a)	(a)	1,219
43	Tobacco.....	(b)	(a)	(a)	(b)
44	All Others.....	10,258	2,423	7,835	9,107

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

(b) Not available.

December, 1954

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
18,736	88,387	269,493	47,388	222,105	485,090	118,989	366,101	1
3,628	17,377	59,516	16,232	43,083	86,164	48,795	37,370	2
(b)	(b)	4,183	-	4,183	5,714	614	5,101	3
1,009	9,186	8,860	602	8,258	9,118	493	8,625	4
-	12,889	27,045	-	27,045	53,011	-	53,011	5
4,080	510	10,287	8,005	2,282	18,880	16,737	2,142	6
(a)	(a)	23,586	(a)	(a)	53,030	(a)	(a)	7
(a)	(a)	8,560	(a)	(a)	19,520	(a)	(a)	8
(a)	(a)	6,326	531	5,795	15,544	2,645	12,899	9
421	4,352	9,491	1,835	7,657	10,481	2,156	8,325	10
(b)	(b)	(b)	(b)	(b)	12,820	3,657	9,163	11
(a)	(a)	4,506	1,932	2,574	7,577	3,434	4,143	12
(a)	(a)	4,887	562	4,325	8,644	470	8,174	13
-	1,233	4,230	(a)	(a)	10,413	1,831	8,581	14
(a)	(a)	5,710	1,741	3,969	8,188	1,774	6,414	15
392	1,858	5,347	1,540	3,807	15,287	2,625	12,662	16
(a)	(a)	9,873	804	9,070	12,178	1,058	11,119	17
-	1,911	9,174	-	9,174	14,741	342	14,399	18
197	2,070	5,626	338	5,288	15,644	2,129	13,515	19
516	1,127	4,967	1,973	2,994	11,205	4,120	7,085	20
(a)	(a)	2,156	564	1,592	6,055	(a)	(a)	21
6,669	1,103	48,416	8,525	39,891	90,876	24,922	65,954	22
Saskatchewan			Alberta			British Columbia		
9,271	53,345	94,728	16,042	78,686	123,773	22,339	101,434	23
2,391	6,940	14,354	4,601	9,753	18,923	7,118	11,805	24
(a)	(a)	1,566	(a)	(a)	2,045	(a)	(a)	25
(a)	(a)	5,781	(a)	(a)	4,880	(a)	(a)	26
-	7,949	14,366	-	14,366	24,114	-	24,114	27
1,245	263	2,499	1,953	547	2,395	1,731	665	28
(a)	(a)	12,570	(a)	(a)	14,308	(a)	(a)	29
(b)	(b)	4,229	-	4,229	4,381	(a)	(a)	30
(a)	(a)	2,627	149	2,478	2,723	(a)	(a)	31
(a)	(a)	1,680	(a)	(a)	1,416	(a)	(a)	32
293	475	2,364	407	1,957	3,148	833	2,315	33
(a)	(a)	527	158	369	1,263	231	1,032	34
139	2,399	3,345	(a)	(a)	2,167	(a)	(a)	35
1,515	1,319	4,066	2,067	1,999	2,649	(a)	(a)	36
-	270	1,158	-	1,158	1,610	(a)	(a)	37
375	1,318	2,194	638	1,557	3,895	917	2,978	38
(a)	(a)	2,744	92	2,652	4,179	516	3,663	39
-	664	(b)	(b)	(b)	2,823	75	2,748	40
(a)	(a)	2,533	369	2,164	3,098	800	2,298	41
(a)	(a)	1,618	880	739	2,851	1,194	1,657	42
(a)	(a)	(b)	(a)	(a)	(b)	(a)	(a)	43
2,367	6,740	14,241	4,117	10,124	20,430	6,001	13,629	44

Percentage Changes in Retail Trade — By Provinces and Kinds of Business

(Without Adjustment for Price Changes)

December 1954 Over December 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES.....	+ 3.0	+ 4.6	+ 1.0	+ 5.5	+ 2.6	- 9.5	+ 2.5	+ 4.6
Grocery & Combination.....	+ 9.4	+ 8.7	+ 5.5	+ 12.4	+ 7.2	+ 8.6	+ 18.1	+ 5.3
Meat.....	- 0.3	(b)	+ 2.6	+ 1.3	- 20.4	- 4.8	+ 0.8	- 3.6
General	+ 2.0	+ 4.4	+ 8.7	+ 3.1	+ 0.4	- 6.0	- 6.2	+ 8.6
Department	+ 7.6	+ 7.6	+ 3.2	+ 9.5	+ 4.0	- 2.5	+ 8.2	+ 14.4
Variety.....	+ 3.7	+ 2.9	+ 2.3	+ 5.2	+ 4.5	+ 0.6	+ 7.6	- 2.9
Motor Vehicle.....	- 3.3	+ 1.0	- 6.2	+ 8.3	- 5.6	- 34.9	- 6.9	- 9.1
Garage & Filling Station	+ 2.8	- 3.8	- 4.5	+ 7.0	(b)	(b)	- 1.4	+ 15.1
Men's Clothing.....	- 2.1	- 6.9	- 3.6	- 3.7	(b)	- 12.6	- 0.4	- 3.1
Family Clothing	- 0.4	+ 6.6	- 6.3	+ 4.9	- 6.5	- 13.4	- 0.9	- 2.1
Women's Clothing.....	- 1.2	(b)	(b)	+ 0.8	+ 3.6	- 5.8	+ 1.9	- 1.3
Shoe.....	+ 0.6	+ 0.2	- 0.3	+ 2.4	(b)	(b)	- 0.8	- 0.1
Hardware	- 3.1	+ 7.7	- 0.2	- 0.2	- 1.4	- 18.1	- 2.6	- 11.5
Lumber & Building Material....	+ 0.3	+ 5.1	+ 3.1	- 1.2	- 2.2	- 6.9	- 0.6	+ 14.1
Furniture	- 1.6	+ 3.0	- 5.6	- 2.0	+ 7.7	- 1.1	+ 4.4	+ 3.9
Appliance and Radio.....	+ 5.9	+ 23.1	+ 0.1	- 2.6	+ 12.2	+ 8.3	+ 15.1	+ 42.8
Restaurant	- 3.8	+ 1.1	- 1.5	- 7.1	- 3.0	- 2.1	- 11.7	+ 3.7
Fuel.....	+ 19.8	+ 12.5	+ 24.8	+ 23.7	- 13.2	- 0.3	(b)	+ 8.8
Drug.....	+ 1.9	+ 3.1	- 1.4	+ 4.0	- 1.0	+ 0.6	+ 2.2	- 0.7
Jewellery	- 2.4	- 0.7	- 4.9	- 0.1	- 9.8	- 7.1	- 2.8	- 1.9
Tobacco.....	+ 3.6	(b)	- 1.4	+ 5.6	(b)	(b)	(b)	(b)
All Others.....	+ 1.5	+ 2.4	- 0.6	+ 2.8	+ 6.3	- 10.8	+ 2.5	+ 3.2

(b) Not available.

(Without Adjustment for Price Changes)

January to December 1954 Over January to December 1953

KIND OF BUSINESS OR STORE	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
	%	%	%	%	%	%	%	%
TOTAL, ALL TRADES	- 1.4	+ 0.9	+ 0.2	- 0.5	- 2.4	- 10.6	- 5.6	+ 0.2
Grocery & Combination.....	+ 5.7	+ 4.2	+ 4.0	+ 7.6	+ 4.5	+ 8.2	+ 10.5	+ 0.6
Meat.....	+ 1.6	- 1.1	+ 4.4	+ 0.9	- 3.3	- 5.3	+ 1.8	+ 2.0
General	- 1.2	- 1.0	+ 1.9	+ 1.6	- 3.7	- 6.3	- 5.8	+ 2.8
Department	+ 3.4	+ 3.1	+ 4.4	+ 3.1	- 0.1	- 7.0	+ 0.4	+ 11.4
Variety.....	+ 2.8	+ 2.5	+ 2.5	+ 4.2	+ 0.6	+ 0.5	+ 1.7	- 2.3
Motor Vehicle.....	- 9.9	- 5.4	- 4.0	- 9.1	- 9.7	- 24.0	- 15.9	- 9.5
Garage & Filling Station	+ 0.5	+ 4.0	- 2.4	+ 0.2	- 4.5	+ 6.1	- 3.8	+ 8.3
Men's Clothing.....	- 4.7	- 4.3	- 4.8	- 4.9	(b)	- 15.1	- 8.3	- 6.7
Family Clothing	- 2.7	- 0.4	- 2.5	+ 0.5	- 9.6	- 14.7	- 9.5	- 4.7
Women's Clothing.....	- 3.2	- 2.3	- 1.7	- 2.2	- 4.9	- 11.9	- 6.7	- 5.0
Shoe.....	- 2.6	(c)	- 2.2	- 2.8	- 5.4	- 9.0	- 4.2	- 1.6
Hardware	- 5.2	+ 0.4	- 3.8	- 3.2	- 3.3	- 14.9	- 10.5	- 3.5
Lumber & Building Material....	- 5.0	- 3.9	- 7.5	- 1.9	- 2.1	- 9.0	- 12.3	+ 1.6
Furniture	- 2.1	+ 1.4	(c)	- 3.2	- 10.8	- 15.1	- 8.5	+ 1.9
Appliance and Radio.....	- 1.8	+ 0.5	- 1.0	- 6.3	+ 2.3	- 1.9	+ 4.7	+ 11.9
Restaurant	- 3.9	+ 0.4	- 3.2	- 3.4	- 3.2	- 5.3	- 14.0	- 1.3
Fuel.....	+ 9.2	- 0.9	+ 12.3	+ 8.1	+ 5.8	+ 14.2	(b)	+ 13.7
Drug.....	+ 0.1	+ 2.2	- 2.4	+ 1.2	- 2.1	- 0.2	- 1.1	+ 0.6
Jewellery	- 2.9	+ 1.4	- 5.0	- 2.7	- 4.4	- 2.0	- 4.0	- 0.9
Tobacco.....	- 0.1	+ 10.6	+ 1.3	- 0.6	- 11.2	+ 6.6	- 6.5	- 2.4
All Others.....	- 1.5	+ 4.0	+ 0.2	- 0.3	- 2.6	- 14.9	- 5.5	- 0.4

(b) Not available (c) Unchanged.

Department Store Sales and Stocks

December 1953 and December 1954

These figures are estimates of total department store sales and stocks.
Stocks are at selling value.

Department	SALES			STOCKS		
	Dec.	Dec.	Change	Nov. 30	Nov. 30	Change
	1953	1954	1954/53	1953	1954	1954/53
	\$'000	\$'000	%	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	142,277	152,322	+ 7.1	256,690	283,196	+ 10.3
1. Women's and Misses' Dresses.....	3,302	3,443	+ 4.3	4,499	5,262	+ 17.0
2. Women's and Misses' Coats and Suits	1,530	1,878	+ 2.6	3,681	4,216	+ 14.5
3. Women's and Misses' Sportswear.....	3,795	4,431	+ 16.8	6,527	7,729	+ 18.4
4. Furs	2,224	2,589	+ 16.4	5,628	5,518	- 2.0
5. Girls' and Infants' Wear	7,157	8,002	+ 11.8	11,675	13,602	+ 16.5
6. Lingerie and Corsets	6,170	6,493	+ 5.2	9,860	10,394	+ 5.4
7. Aprons, Housedresses and Uniforms....	657	707	+ 7.6	1,038	1,107	+ 6.6
8. Millinery	1,014	1,102	+ 8.7	1,058	1,193	+ 12.8
9. Hosiery and Apparel Accessories	7,993	8,082	+ 1.1	10,812	10,730	- 0.8
10. Women's, Misses' and Children's Shoes	5,200	5,561	+ 6.9	13,491	14,828	+ 9.9
Ladies' Apparel and Accessories.						
Total 1 - 10	39,342	42,238	+ 7.5	68,269	74,579	+ 9.2
11. Men's Clothing	3,822	4,141	+ 8.3	9,506	10,233	+ 7.6
12. Men's Furnishings	11,267	12,046	+ 6.9	15,433	15,927	+ 3.2
13. Boys' Clothing and Furnishings	3,704	4,161	+ 12.3	7,404	7,975	+ 7.7
14. Men's and Boys' Shoes	2,622	2,871	+ 9.5	5,545	5,599	+ 1.0
15. Food and Kindred Products.....	7,676	8,558	+ 11.5	4,139	4,903	+ 18.5
16. Toiletries, Cosmetics and Drugs	4,369	4,414	+ 1.0	6,768	7,081	+ 4.6
17. Photographic Equipment and Supplies..	773	793	+ 2.6	1,106	1,080	- 2.4
18. Piece Goods	1,723	1,730	+ 0.4	8,575	8,150	- 5.0
19. Linens and Domestics	3,934	3,792	- 3.6	8,893	9,655	+ 8.6
20. Smallwares	2,674	2,734	+ 2.2	6,225	6,506	+ 4.5
21. China and Glassware	2,778	2,738	- 1.4	8,088	9,015	+ 11.5
22. Home Furnishings	5,817	5,957	+ 2.4	20,763	22,643	+ 9.1
23. Furniture	5,196	5,049	- 2.8	13,611	15,192	+ 11.6
24. Major Appliances	3,239	3,840	+ 18.6	9,218	13,006	+ 41.1
25. Radio and Music	3,568	4,468	+ 25.2	5,925	6,663	+ 12.5
26. Hardware and Housewares	6,495	7,587	+ 16.8	14,580	18,568	+ 27.4
27. Jewellery	5,089	5,295	+ 4.0	8,845	9,289	+ 5.0
28. Sporting Goods and Luggage	12,757	13,526	+ 6.0	15,877	17,936	+ 13.0
29. Stationery, Books and Magazines	4,301	4,781	+ 11.2	5,588	6,224	+ 11.4
30. All Other Departments	11,131	11,553	+ 3.8	12,332	12,972	+ 5.2

DEPARTMENT STORE SALES BY SELECTED DEPARTMENTS

9

January to December 1953 and January to December 1954

Department	SALES		
	Jan. to Dec. 1953	Jan. to Dec. 1954	Change 1954/1953
TOTAL, ALL DEPARTMENTS	\$1,030,257	\$1,065,408	+ 3.4
1. Women's and Misses' Dresses.....	32,547	32,914	+ 1.1
2. Women's and Misses' Coats and Suits	29,538	28,776	- 2.6
3. Women's and Misses' Sportswear.....	27,235	28,870	+ 6.0
4. Furs	14,406	14,793	+ 2.7
5. Girls' and Infants' Wear	52,720	54,905	+ 4.1
6. Lingerie and Corsets	40,298	41,233	+ 2.3
7. Aprons, Housedresses and Uniforms....	6,253	5,581	- 10.7
8. Millinery	10,400	10,492	+ 0.9
9. Hosiery and Apparel Accessories	41,353	40,810	- 1.4
10. Women's, Misses' and Children's Shoes	43,338	44,081	+ 1.7
Ladies' Apparel and Accessories.			
Total 1 - 10	298,118	302,460	+ 1.5
11. Men's Clothing	31,876	33,299	+ 4.5
12. Men's Furnishings	49,397	49,538	+ 0.3
13. Boys' Clothing and Furnishings	26,789	27,779	+ 3.7
14. Men's and Boys' Shoes	16,727	17,143	+ 2.5
15. Food and Kindred Products.....	62,929	66,617	+ 5.9
16. Toiletries, Cosmetics and Drugs	25,618	25,812	+ 0.8
17. Photographic Equipment and Supplies..	3,755	3,771	+ 0.4
18. Piece Goods	23,440	23,439	(c)
19. Linens and Domestic	36,135	34,419	- 4.7
20. Smallwares	21,132	20,833	- 1.4
21. China and Glassware	14,424	13,871	- 3.8
22. Home Furnishings	63,750	61,116	+ 4.3
23. Furniture	65,145	64,004	- 1.7
24. Major Appliances	43,014	47,119	+ 9.5
25. Radio and Music	21,158	22,000	+ 3.9
26. Hardware and Housewares	62,381	67,177	+ 7.7
27. Jewellery	20,733	20,852	+ 0.6
28. Sporting Goods and Luggage	43,244	45,012	+ 4.1
29. Stationery, Books and Magazines.....	18,034	19,422	+ 7.7
30. All Other Departments	32,438	37,568	+ 15.7

(c) Unchanged

Note: The figures in this table will be revised.

Estimated Retail Trade — Chain and Independent — By Provinces and Kinds of Business

1 9 5 4

(in thousands of dollars)

	Kind of Business or Store	All Stores	Chain	Independent	All Stores
		Canada			Atlantic
	TOTAL, ALL TRADES	11,959,153	2,133,986	9,825,167	1,025,624
2	Grocery and Combination.....	2,253,588	865,947	1,387,642	215,071
3	Meat	153,786	6,878	146,908	5,961
4	General	515,099	36,066	479,033	109,144
5	Department	1,059,978	-	1,059,978	84,185
6	Variety.....	230,575	193,871	36,704	23,365
7	Motor Vehicle	2,058,024	11,941	2,046,083	161,966
8	Garage & Filling Station.....	559,078	3,892	555,186	46,146
9	Men's Clothing	204,096	24,052	180,043	11,336
10	Family Clothing	203,101	35,287	167,814	30,189
11	Women's Clothing	212,068	50,318	161,750	10,363
12	Shoe	118,739	42,748	75,991	8,517
13	Hardware	235,491	13,207	222,284	18,150
14	Lumber & Building Material	396,303	84,790	311,513	15,591
15	Furniture	190,953	41,838	149,114	13,423
16	Appliance & Radio.....	279,389	53,612	225,777	16,964
17	Restaurant	455,635	33,070	422,565	25,048
18	Fuel	245,250	3,356	241,894	16,211
19	Drug	282,484	34,584	247,900	19,236
20	Jewellery.....	117,472	38,842	78,629	7,471
21	Tobacco	87,744	15,871	71,873	2,308
22	All Others.....	2,100,300	543,816	1,556,485	184,979
		Manitoba			Saskatchewan
23	TOTAL, ALL TRADES	660,840	88,722	572,118	755,195
24	Grocery & Combination.....	103,642	36,134	67,508	97,028
25	Meat	4,726	-	4,726	6,861
26	General	44,017	(a)	(a)	68,288
27	Department.....	97,306	-	97,306	55,918
28	Variety	5,731	5,464	268	8,186
29	Motor Vehicle	115,936	-	115,936	162,475
30	Garage & Filling Station	25,554	(a)	(a)	41,978
31	Men's Clothing.....	8,909	646	8,264	7,318
32	Family Clothing	7,428	(a)	(a)	9,271
33	Women's Clothing	6,292	2,066	4,226	7,026
34	Shoe	3,364	680	2,685	2,960
35	Hardware	14,005	(a)	(a)	24,107
36	Lumber & Building Material	42,811	9,086	33,725	47,285
37	Furniture	4,368	-	4,368	2,239
38	Appliance & Radio.....	14,963	1,688	13,275	14,784
39	Restaurant	26,784	1,982	24,802	27,873
40	Fuel	6,778	-	6,778	6,151
41	Drug	16,018	(a)	(a)	17,607
42	Jewellery.....	6,589	(a)	(a)	6,016
43	Tobacco	1,144	(a)	(a)	1,223
44	All Others.....	104,475	24,256	80,220	140,600

(a) Indicates figures withheld to avoid disclosing individual operations, but are included in the totals. Any slight differences between the totals and their components are due to the rounding of the figures.

1 9 5 4

(in thousands of dollars)

Chain	Independent	All Stores	Chain	Independent	All Stores	Chain	Independent	No.
Provinces			Quebec			Ontario		
155,528	870,096	2,761,085	436,868	2,324,218	4,593,598	1,002,123	3,591,475	1
32,600	182,471	622,480	185,331	437,149	878,131	473,570	404,561	2
-	5,961	43,445	-	43,445	56,558	5,851	50,707	3
10,710	98,434	88,576	5,788	82,788	99,354	5,002	94,352	4
-	84,185	191,984	-	191,984	353,319	-	353,319	5
20,769	2,596	65,387	50,885	14,502	102,724	91,066	11,658	6
(a)	(a)	442,860	-	442,860	768,715	(a)	(a)	7
(a)	(a)	101,563	(a)	(a)	240,681	(a)	(a)	8
(a)	(a)	52,234	3,671	48,563	90,674	16,361	74,313	9
3,192	26,997	69,162	15,688	53,474	65,354	13,554	51,800	10
1,871	8,492	56,298	13,402	42,896	89,789	21,771	68,018	11
(a)	(a)	34,095	12,141	21,954	53,604	23,902	29,702	12
(a)	(a)	49,047	(a)	(a)	84,736	3,323	81,414	13
-	15,591	63,805	1(a)	(a)	138,742	18,543	120,199	14
(a)	(a)	63,568	18,926	44,642	81,432	18,045	63,386	15
3,994	12,970	54,005	14,878	39,127	129,500	18,208	111,292	16
642	24,406	110,594	9,459	101,135	177,454	12,818	164,636	17
-	16,211	68,190	-	68,190	120,816	2,794	118,021	18
1,682	17,554	53,010	3,848	49,163	128,002	17,284	110,718	19
(a)	(a)	23,541	7,856	15,685	53,504	16,968	36,536	20
(a)	(a)	22,096	4,752	17,344	54,404	(a)	(a)	21
62,347	122,632	485,144	81,136	404,008	826,105	231,692	594,413	22
Saskatchewan		Alberta			British Columbia			
92,376	662,818	932,475	145,928	786,548	1,230,337	212,441	1,017,896	23
23,864	73,164	138,550	44,908	93,642	198,687	69,540	129,147	24
-	6,861	14,998	(a)	(a)	21,238	(a)	(a)	25
(a)	(a)	55,903	(a)	(a)	49,817	8,980	40,838	26
-	55,918	102,978	-	102,978	174,287	-	174,287	27
6,760	1,426	12,483	9,752	2,731	12,699	9,175	3,523	28
-	162,475	177,686	-	177,686	228,385	-	228,385	29
(a)	(a)	53,484	-	53,484	49,672	(a)	(a)	30
(a)	(a)	15,126	(a)	(a)	18,498	(a)	(a)	31
(a)	(a)	11,309	(a)	(a)	10,386	(a)	(a)	32
2,047	4,978	18,236	2,798	15,438	24,063	6,363	17,700	33
631	2,329	5,077	1,386	3,691	11,123	2,016	9,107	34
(a)	(a)	25,334	(a)	(a)	20,112	(a)	(a)	35
23,066	24,219	52,394	26,826	25,568	35,674	4,023	31,652	36
-	2,239	10,445	-	10,445	15,478	(a)	(a)	37
2,828	11,956	19,159	3,902	15,257	30,014	8,113	21,900	38
(a)	(a)	33,967	1,137	32,830	53,915	6,667	47,248	39
-	6,151	552	-	552	26,553	562	25,992	40
(a)	(a)	20,798	3,070	17,728	27,812	6,780	21,032	41
1,323	4,693	7,233	3,533	3,700	13,118	5,220	7,898	42
(a)	(a)	1,808	(a)	(a)	4,762	2,330	2,432	43
26,028	114,572	154,956	42,509	112,447	204,041	75,849	128,192	44

(b) Not available.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

12

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Total - All Trades								
January	800,405	67,601	178,354	322,455	45,359	46,072	59,994	80,570
February	801,420	64,944	176,635	320,557	45,201	46,555	64,697	82,832
March	928,947	79,233	216,757	346,723	48,695	53,666	71,634	112,240
April	1,029,403	89,362	246,386	389,264	55,128	71,973	78,270	99,021
May	1,067,584	94,681	249,184	406,564	59,227	73,092	80,697	104,139
June	1,056,928	91,704	251,054	406,626	56,047	65,276	79,283	106,938
July	1,057,772	91,141	241,850	399,694	60,616	73,500	81,531	109,441
August	982,615	85,475	220,362	364,201	55,259	76,115	77,656	103,548
September	1,003,314	84,101	234,611	381,083	55,728	64,822	79,981	102,990
October	1,016,382	85,814	236,466	386,773	57,455	62,627	82,114	105,133
November	1,006,501	84,446	239,937	384,571	57,059	58,882	81,892	97,713
December	1,207,883	107,122	269,490	485,087	65,067	62,615	94,726	123,773
ANNUAL TOTAL	11,959,153	1,025,624	2,761,085	4,593,598	660,840	755,195	932,475	1,230,337
Grocery and Combination Stores								
January	174,685	16,813	47,763	69,718	7,951	6,727	9,935	15,779
February	166,080	16,589	45,547	65,855	7,474	6,542	9,277	14,796
March	173,340	16,846	47,136	68,442	8,193	7,008	9,936	15,778
April	184,006	17,860	50,767	71,102	8,742	7,586	10,938	17,011
May	192,291	18,322	54,176	74,471	9,298	8,045	11,527	16,452
June	189,939	17,460	52,746	73,432	8,605	8,490	11,921	17,285
July	207,681	19,524	58,592	79,679	9,538	9,602	12,349	18,396
August	181,078	17,030	49,608	70,756	8,387	8,206	11,294	15,798
September	185,840	17,921	50,681	72,354	8,694	8,474	11,961	15,756
October	197,495	18,422	55,667	75,719	9,039	8,727	12,998	16,923
November	182,380	17,279	50,481	70,439	8,040	8,289	12,062	15,790
December	218,774	21,005	59,316	86,164	9,681	9,331	14,354	18,923
ANNUAL TOTAL	2,253,588	215,071	622,480	878,131	103,642	97,028	138,550	198,687

Note: Any slight differences between the totals and their components are due to the rounding the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
			<u>Meat Stores</u>					
January	12,275		3,434	4,670	345	462	1,158	1,781
February	11,448		3,471	4,107	294	403	1,093	1,633
March	12,383		3,672	4,612	327	424	1,146	1,754
April	13,111		3,922	4,647	403	641	1,231	1,752
May	13,469		3,995	4,871	433	561	1,240	1,840
June	12,808		3,673	4,568	410	657	1,134	1,849
July	13,171		3,603	4,752	486	569	1,248	1,887
August	11,978		3,169	4,342	412	594	1,266	1,690
September	12,652		3,491	4,528	510	674	1,288	1,667
October	13,244		3,469	5,109	372	676	1,345	1,784
November	12,213	Not available	3,364	4,638	388	563	1,283	1,556
December	15,035		4,183	5,714	344	637	1,566	2,045
ANNUAL TOTAL	153,786	5,961	43,445	56,558	4,726	6,861	14,998	21,238
			<u>General Stores</u>					
January	34,312	7,689	5,081	6,418	3,132	4,829	4,063	3,101
February	33,244	7,233	5,305	6,381	2,931	4,314	3,776	3,306
March	37,015	8,303	5,734	6,670	3,186	5,235	4,164	3,723
April	40,309	8,946	6,942	7,409	3,336	5,586	4,448	3,643
May	46,816	10,508	8,838	8,871	4,021	5,558	4,958	4,062
June	45,074	9,555	7,903	9,083	3,722	5,893	4,762	4,156
July	50,632	10,308	7,956	10,922	4,304	6,640	5,153	5,350
August	46,344	9,088	8,162	10,102	3,961	5,884	4,303	4,837
September	43,884	9,064	8,109	8,321	3,600	5,834	4,666	4,291
October	44,713	9,520	7,955	8,306	3,752	6,326	4,901	3,952
November	42,631	8,736	7,732	7,747	3,594	5,377	4,929	4,517
December	50,125	10,195	8,860	9,118	4,479	6,812	5,781	4,880
Annual	515,099	109,144	88,576	99,354	44,017	68,288	55,903	49,817

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
			<u>Department Stores</u>					
January	62,549	4,288	11,022	20,995	6,196	3,666	6,842	9,538
February	65,617	4,176	11,820	22,238	6,139	3,656	6,878	10,710
March	79,742	6,028	14,706	25,800	7,604	4,131	7,657	13,814
April	86,104	6,960	16,247	29,050	7,905	4,749	8,366	12,827
May	84,688	7,476	15,540	27,599	7,416	4,588	8,247	13,822
June	84,417	7,244	15,684	28,433	7,610	4,428	7,546	13,473
July	67,009	5,152	10,409	20,454	6,726	3,730	7,165	13,373
August	73,695	5,972	13,150	22,463	6,496	4,016	7,488	14,110
September	88,869	6,477	17,817	29,697	8,082	4,181	8,399	14,216
October	96,340	7,509	17,117	31,735	9,173	4,958	9,232	16,615
November	118,626	10,012	21,426	41,843	11,011	5,866	10,792	17,675
December	152,322	12,889	27,045	53,011	12,948	7,949	14,366	24,114
ANNUAL TOTAL	1,059,978	84,185	191,984	353,319	97,306	55,918	102,978	174,287
			<u>Variety Stores</u>					
January	11,828	995	3,429	5,444	284	407	604	664
February	12,707	1,212	3,481	5,665	322	534	722	771
March	14,485	1,388	4,297	6,309	352	528	806	805
April	19,094	1,811	5,817	8,304	466	669	1,018	1,008
May	18,600	1,885	5,765	8,086	449	608	837	971
June	19,150	1,883	5,894	8,387	442	642	961	941
July	19,035	1,955	5,391	8,481	456	659	1,046	1,047
August	16,518	1,712	4,750	7,135	382	634	912	993
September	17,951	1,846	5,352	7,970	394	567	853	969
October	19,685	2,008	5,558	8,833	528	664	1,048	1,045
November	20,242	2,079	5,366	9,231	536	766	1,176	1,084
December	41,280	4,590	10,287	18,880	1,120	1,508	2,499	2,395
ANNUAL TOTAL	230,575	23,365	65,387	102,724	5,731	8,186	12,483	12,699

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
<u>Motor Vehicle Dealers</u>								
January	115,878	8,642	17,618	48,051	9,058	9,889	10,040	12,579
February	145,241	9,504	21,949	61,281	9,788	11,907	14,154	16,658
March	195,471	15,598	44,759	64,424	9,560	14,845	17,632	28,652
April	222,914	19,177	54,265	81,371	11,662	20,558	17,558	18,323
May	222,256	18,396	48,503	84,239	13,237	19,720	17,290	20,872
June	215,767	17,909	52,257	79,618	10,688	15,247	17,123	22,926
July	209,254	16,359	49,099	76,340	13,157	16,445	16,117	21,738
August	169,196	14,130	37,612	59,301	9,121	14,590	14,739	19,702
September	159,966	11,819	34,704	59,571	8,186	11,985	14,186	19,515
October	137,704	10,161	29,389	50,991	7,319	9,722	13,066	17,057
November	135,938	10,073	29,121	50,499	7,316	9,664	13,210	16,055
December	128,439	10,199	23,586	53,030	6,844	7,902	12,570	14,308
ANNUAL TOTAL	2,058,024	161,966	442,860	768,715	115,936	162,475	177,686	228,385
<u>Garages and Filling Stations</u>								
January	38,881	3,258	7,842	17,596	1,638	1,800	3,801	2,946
February	35,753	2,469	6,652	16,546	1,302	1,635	4,596	2,552
March	38,733	3,263	6,816	16,796	1,656	1,549	4,362	4,292
April	45,669	3,325	8,499	20,689	2,028	2,681	4,878	3,569
May	51,026	4,153	9,113	22,264	2,264	4,516	4,264	4,452
June	50,504	4,071	9,302	21,709	2,774	3,566	4,683	4,399
July	56,013	5,274	9,616	22,880	2,256	5,183	5,630	5,174
August	53,797	4,434	8,768	22,389	2,670	5,679	5,072	4,784
September	48,657	4,662	8,776	20,084	2,165	4,634	3,848	4,488
October	51,174	4,165	8,680	21,948	2,526	4,776	4,533	4,545
November	44,549	3,692	8,938	18,260	(b)	(b)	3,588	4,091
December	44,322	3,380	8,560	19,520	(b)	(b)	4,229	4,381
ANNUAL TOTAL	559,078	46,146	101,563	240,681	25,554	41,978	53,484	49,672

(b) Not available.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

16

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Men's Clothing Stores</u>								
January	14,423	813	3,920	5,903	554	704	1,243	1,286
February	12,122	672	2,832	5,835	296	542	889	1,056
March	14,250	754	4,084	6,293	375	527	865	1,352
April	17,282	974	5,370	7,342	436	619	1,228	1,313
May	16,656	1,010	4,886	7,215	432	578	1,099	1,436
June	17,047	1,088	4,516	7,589	758	534	1,211	1,349
July	14,516	890	3,640	6,041	880	447	1,071	1,546
August	12,490	689	3,000	5,207	797	453	1,020	1,325
September	14,817	877	3,620	6,631	581	545	1,003	1,561
October	18,384	939	4,786	7,993	813	648	1,338	1,867
November	20,708	1,044	5,254	9,080	1,444	669	1,533	1,685
December	31,402	1,587	6,326	15,544	1,542	1,054	2,627	2,723
ANNUAL TOTAL	204,096	11,336	52,234	90,674	8,909	7,318	15,126	18,498
<u>Family Clothing Stores</u>								
January	12,772	1,766	3,997	4,298	551	575	748	836
February	10,575	1,534	3,713	3,296	337	533	649	514
March	13,440	1,916	5,090	4,173	428	538	708	588
April	18,552	2,446	6,747	5,855	606	936	894	1,068
May	17,083	2,595	5,930	5,250	656	877	981	793
June	18,098	2,650	6,703	5,403	644	974	910	816
July	16,310	2,404	5,455	4,824	623	1,202	861	942
August	13,551	2,255	4,127	4,129	466	766	866	942
September	15,795	2,361	5,037	5,572	622	488	856	858
October	18,502	2,625	6,527	6,200	608	668	1,064	809
November	18,588	2,864	6,344	5,873	828	778	(b)	806
December	29,835	4,773	9,491	10,481	1,061	934	(b)	1,416
ANNUAL TOTAL	203,101	30,189	69,162	65,354	7,429	9,271	11,309	10,386

(b) Not Available.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Women's Clothing Stores								
January	14,268	658	3,440	6,553	361	477	1,118	1,662
February	13,859	551	4,344	5,557	416	581	995	1,416
March	15,434	729	4,388	6,259	481	513	1,124	1,940
April	19,206	952	5,636	8,032	533	759	1,332	1,962
May	19,088	945	5,556	7,451	541	652	1,716	2,227
June	18,584	856	5,775	7,598	550	487	1,476	1,842
July	17,411	818	4,530	7,022	556	598	1,700	2,186
August	14,497	761	3,489	6,024	452	477	1,518	1,776
September	16,376	759	4,165	7,221	514	489	1,360	1,868
October	17,849	844	3,920	7,657	629	677	1,987	2,134
November	17,262	(b)	(b)	7,595	(b)	547	1,547	1,901
December	28,234	(b)	(b)	12,820	(b)	769	2,364	3,148
ANNUAL TOTAL	212,068	10,363	56,298	89,789	6,292	7,026	18,236	24,063
Shoe Stores								
January	7,541	502	1,941	3,503	202	Not Available		
February	6,098	438	1,508	2,862	161			
March	7,240	586	2,046	3,021	210			
April	11,256	858	3,598	4,849	322			
May	10,901	754	3,375	4,701	323			
June	11,656	874	3,901	4,850	379			
July	9,641	722	2,615	4,279	316			
August	8,217	566	2,051	3,797	255			
September	10,137	780	2,975	4,460	279			
October	10,199	676	2,710	4,776	306			
November	10,259	677	2,869	4,928	(b)			
December	15,594	1,083	4,506	7,577	(b)			
ANNUAL TOTAL	118,739	8,517	34,095	53,604	3,364	2,960	5,077	11,123

(b) Not available.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

13

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Hardware Stores								
January	12,743	939	2,606	5,119	683	1,084	1,356	956
February	11,973	754	2,314	4,494	824	1,058	1,350	1,180
March	15,889	1,043	3,002	5,865	913	1,594	1,702	1,771
April	18,647	1,406	3,708	7,098	1,019	1,948	1,859	1,608
May	23,422	1,594	4,763	9,109	1,204	2,535	2,470	1,746
June	22,929	1,763	4,945	8,740	1,199	2,406	2,116	1,760
July	22,192	1,640	4,921	8,081	1,341	2,205	2,181	1,822
August	19,604	1,517	4,180	6,724	1,128	2,197	2,159	1,698
September	21,487	1,812	4,861	6,927	1,268	2,432	2,312	1,876
October	21,702	1,772	4,581	7,476	1,350	2,200	2,322	2,001
November	19,256	1,704	4,279	6,460	1,214	1,909	2,163	1,527
December	25,648	2,206	4,887	8,644	1,862	2,538	3,344	2,166
ANNUAL TOTAL	235,491	18,150	49,047	84,736	14,005	24,107	25,334	20,112
Lumber and Building Material Dealers								
January	20,524	635	2,446	8,229	2,593	2,226	2,521	1,874
February	20,725	807	3,079	7,351	2,026	2,408	3,125	1,930
March	25,354	946	4,418	8,306	2,569	2,307	3,250	3,558
April	27,685	1,183	4,790	9,985	2,490	2,380	3,744	3,114
May	34,933	1,316	5,996	12,887	3,549	4,008	3,916	3,261
June	39,124	1,425	6,768	13,337	4,335	4,652	4,929	3,678
July	41,149	1,455	6,789	14,534	4,682	5,487	5,007	3,195
August	43,317	1,786	7,004	14,336	4,430	6,760	5,626	3,374
September	39,343	1,703	6,349	13,263	4,643	5,252	5,168	2,966
October	39,085	1,771	6,053	13,357	4,451	4,534	5,570	3,348
November	36,350	1,330	5,884	12,743	3,755	4,438	5,471	2,728
December	28,713	1,233	4,230	10,413	3,288	2,833	4,066	2,649
ANNUAL TOTAL	396,303	15,591	63,805	138,742	42,811	47,285	52,394	35,674

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

(in thousands of dollars)

19

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Restaurants</u>								
January	33,079	1,678	8,184	13,152	1,963	2,101	2,211	3,792
February	32,158	1,704	8,187	12,265	1,878	2,127	2,250	3,747
March	34,242	2,322	8,303	13,284	1,997	1,984	2,370	3,982
April	36,930	2,101	8,463	14,220	2,267	2,428	2,602	4,850
May	39,840	2,058	8,904	16,140	2,533	2,372	3,304	4,530
June	38,397	2,242	8,731	15,350	2,191	2,323	2,885	4,675
July	43,046	2,670	8,324	18,545	2,353	2,632	3,508	5,013
August	44,349	2,645	9,911	17,508	2,172	2,726	3,398	5,990
September	39,852	1,824	10,056	15,468	2,322	2,233	3,201	4,748
October	40,570	1,878	10,696	15,670	2,600	2,278	2,754	4,694
November	37,590	(b)	10,962	13,676	2,265	2,256	2,741	3,715
December	35,581	(b)	9,873	12,178	2,242	2,414	2,744	4,179
ANNUAL TOTAL	455,635	25,048	110,594	177,454	26,784	27,873	33,967	53,915
<u>Fuel</u>								
January	31,225	1,698	8,990	14,545	1,174	851	Not Available	3,837
February	23,883	1,861	6,844	11,390	599	472		2,674
March	23,662	1,693	6,535	11,755	617	480		2,536
April	15,723	1,205	4,072	7,054	445	423		2,472
May	12,720	900	3,250	5,832	503	395		1,809
June	13,117	712	3,289	6,792	207	396		1,699
July	11,777	732	3,156	5,871	206	439		1,362
August	14,306	727	3,667	8,095	394	349		1,049
September	21,907	1,356	6,265	11,369	691	523		1,665
October	22,645	1,610	6,515	11,036	679	564		2,206
November	24,246	1,808	6,433	12,336	579	595		2,421
December	30,040	1,910	9,174	14,741	682	664		2,823
ANNUAL TOTAL	245,250	16,211	68,190	120,816	6,778	6,151	552	26,553

(b) Not available.

Note: Any slight differences between the totals and their components are due to the rounding of the figures.

ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
<u>Drug Stores</u>								
January	22,258	1,466	4,452	9,962	1,174	1,379	1,664	2,162
February	21,620	1,492	4,190	9,442	1,481	1,325	1,590	2,100
March	22,374	1,542	4,402	9,867	1,224	1,319	1,680	2,340
April	23,359	1,633	4,431	10,532	1,287	1,474	1,655	2,348
May	22,475	1,474	4,240	10,086	1,293	1,362	1,725	2,296
June	22,939	1,566	4,396	10,498	1,271	1,316	1,704	2,188
July	22,536	1,607	4,560	9,708	1,298	1,441	1,648	2,274
August	22,482	1,568	4,212	10,193	1,343	1,363	1,550	2,252
September	22,834	1,533	3,881	10,788	1,268	1,484	1,672	2,203
October	23,856	1,604	4,302	10,892	1,358	1,566	1,777	2,356
November	22,743	1,485	4,317	10,391	1,249	1,510	1,600	2,192
December	33,008	2,266	5,626	15,644	1,773	2,069	2,533	3,098
ANNUAL TOTAL	282,484	19,236	53,010	128,002	16,018	17,607	20,798	27,812
<u>Jewellery Stores</u>								
January	7,007	327	1,248	3,486	Not Available		Not Available	
February	6,600	388	1,415	2,914	Not Available		Not Available	
March	7,651	482	1,424	3,326	Not Available		Not Available	
April	7,462	453	1,851	3,161	Not Available		Not Available	
May	8,536	557	1,763	3,852	Not Available		Not Available	
June	8,789	595	1,828	3,900	Not Available		Not Available	
July	8,326	568	1,717	3,746	Not Available		Not Available	
August	8,826	604	1,713	4,009	Not Available		Not Available	
September	9,021	678	1,844	3,908	Not Available		Not Available	
October	9,683	556	1,866	4,704	Not Available		Not Available	
November	10,780	620	1,907	5,293	Not Available		Not Available	
December	24,791	1,643	4,967	11,205	Not Available		Not Available	
ANNUAL TOTAL	117,472	7,471	23,541	53,504	6,588	6,061	7,233	13,118

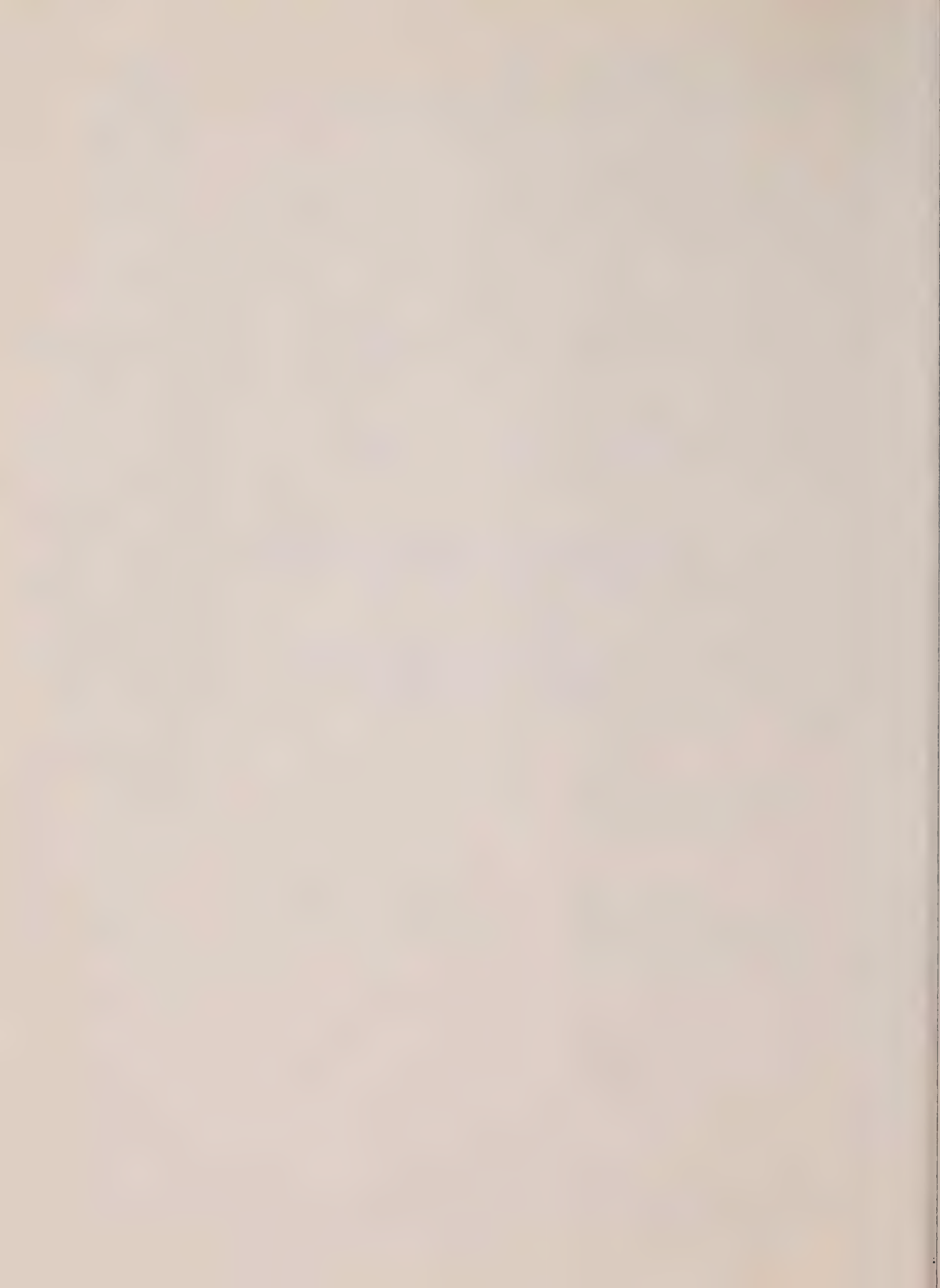
Note: Any slight differences between the totals and their components are due to the rounding of the figures.

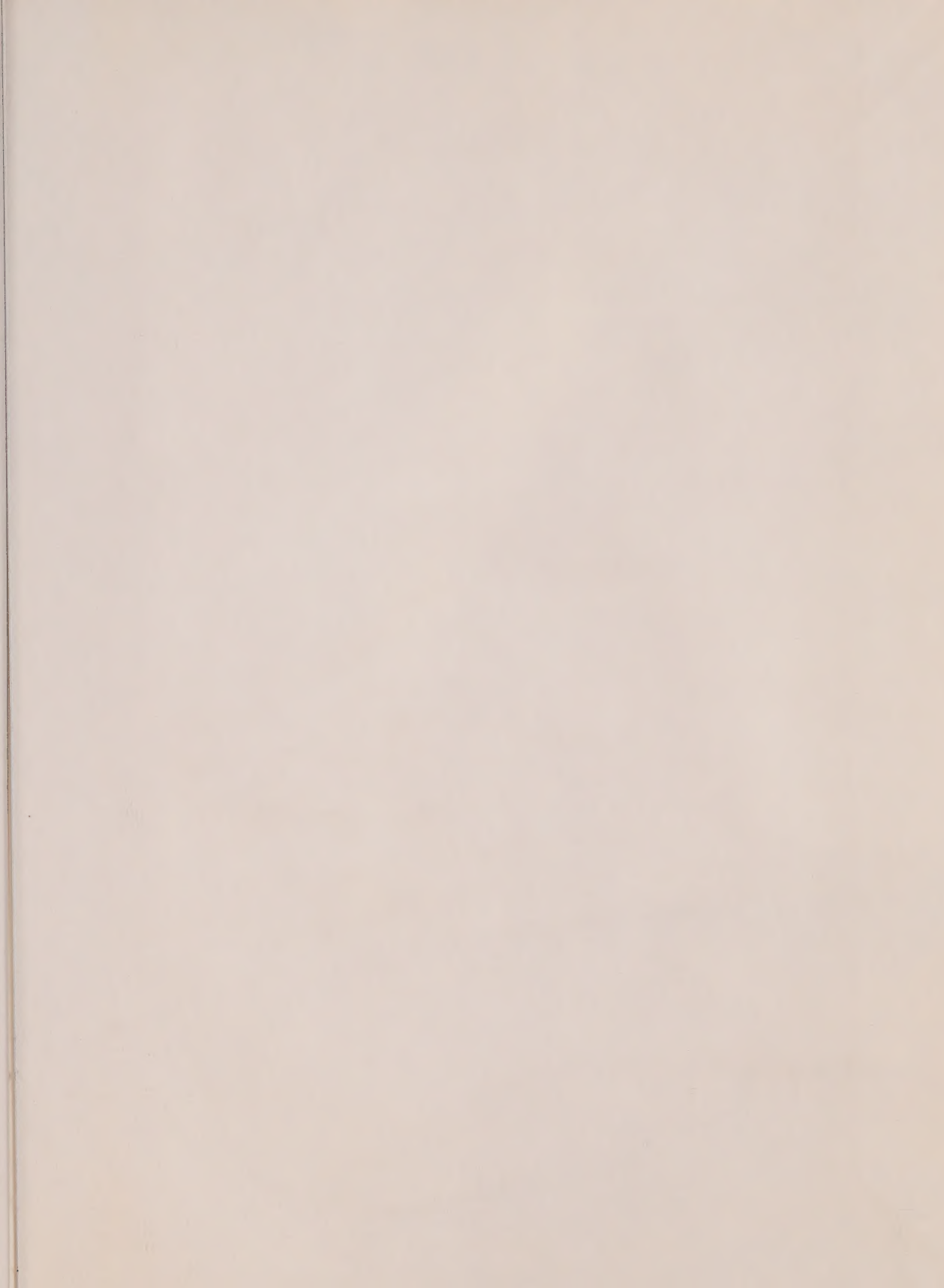
ESTIMATED RETAIL TRADE - BY KINDS OF BUSINESS AND MONTHS - 1954

(in thousands of dollars)

Month	CANADA	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Tobacco Stores								
January	6,112	Not Available	1,686	3,551	Not Available	Not Available	Not Available	Not Available
February	6,343		1,782	3,672				
March	6,624		1,774	3,900				
April	7,098		1,829	4,368				
May	7,036		1,933	4,199				
June	7,936		1,860	5,147				
July	7,415		1,975	4,528				
August	7,179		1,758	4,491				
September	7,440		1,891	4,629				
October	7,319		1,827	4,647				
November	7,748		1,626	5,216				
December	9,495		2,156	6,055				
ANNUAL TOTAL	87,744	2,308	22,096	54,404	1,144	1,223	1,808	4,762
All Other Trades								
January	132,910	13,033	30,822	53,858	5,650	6,772	9,453	13,322
February	130,288	11,228	29,571	52,719	6,758	6,719	10,215	13,078
March	152,210	12,364	34,478	60,374	6,926	8,471	11,275	18,323
April	177,611	15,100	39,524	67,534	9,386	16,144	12,859	17,065
May	188,432	17,452	42,191	73,029	9,466	14,329	13,913	18,052
June	182,481	16,170	40,480	74,661	8,278	11,513	13,150	18,230
July	184,308	15,661	40,297	72,936	9,618	14,007	13,926	17,862
August	185,444	17,084	39,926	67,584	10,190	19,420	13,706	17,534
September	187,280	15,744	45,009	70,274	9,592	12,920	16,168	17,572
October	184,332	16,578	44,944	72,702	9,388	11,152	12,320	17,248
November	181,905	14,793	49,487	69,560	8,966	10,044	13,729	15,326
December	213,099	19,772	48,416	90,876	10,258	9,106	14,241	20,430
ANNUAL TOTAL	2,100,300	184,979	485,144	826,105	104,475	140,600	154,956	204,041

Note: Any slight differences between the totals and their components are due to the rounding of the figures.
6505-501 - 22-2-55





DEC 2 1982

